IV. ENVIRONMENTAL IMPACT ANALYSIS
D. VISUAL RESOURCES

This Section describes the visual setting of the Project and evaluates the potential for impacts to the visual (aesthetic) environment due to the development of the Project. Aesthetics, views, and nighttime illumination issues are related elements in the visual environment. Aesthetics generally refer to the identification of visual resources and the quality of what can be seen, as well as an overall visual perception of the environment. Views refer to visual access and/or obstruction, or whether it is possible to see a focal point or panoramic view from an area. Nighttime illumination addresses the effects of a Project's exterior lighting upon adjoining uses.[1]

Note to reader: This Section is assembled differently from the other sections in this EIR. All of the tables and figures referenced in this Section are included at the end of the Section.

1. ENVIRONMENTAL SETTING

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[1] *City of Los Angeles, Draft L.A. CEQA Thresholds Guide, May 14, 1998, p. L.-1.*

(1) Impacts to Visual Character, Image, and Value

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(b) Proposed Residential/Hotel Building, Office Building, and Plaza Level

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4. PROJECT DESIGN FEATURES AND MITIGATION MEASURES

5. LEVEL OF SIGNIFICANCE AFTER MITIGATION

1. ENVIRONMENTAL SETTING

a. Existing Conditions

The Project Site is located within the Financial Core of the City of Los Angeles and is bounded by Wilshire Boulevard to the north, Francisco Street to the west, West 7th Street to the south, and South Figueroa Street to the east. The Project is proposed to be developed on an approximately 3.2-acre site that is currently improved with the 16-story Wilshire Grand Hotel and Centre, which consists of 896 hotel rooms, approximately 215,000 square feet of office uses, approximately 206,600 square feet of hotel amenity, accessory retail and restaurant uses, and subterranean parking with 286 parking spaces. The amenities for the hotel include meeting rooms, ballroom, pool and spa, and fitness facilities. The Project Site exhibits slight topographic relief. Wilshire Boulevard and 7th Street both cross the Financial Core in an east-west direction and drop gradually to the south. Existing landscape is comprised of minimal ornamental landscaping generally limited to street trees lining the Project Site perimeter. Views of the existing Project Site are shown in Figures IV.D-1 (Views of the Project Site, Views 1, 2, and 3) and IV.D-2 (Views of the Project Site, Views 4, 5, and 6).

b. Visual Character of the Surrounding Local Area

The area surrounding the Project Site includes buildings ranging from one to 73 stories in a variety of architectural styles. Contemporary high-rise office buildings as well as multiple retail shops, and the prominent Central Library dominate the Financial Core. Among the most prominent high-rise office buildings are the Library Tower, Citicorp Center, the Gas Company Tower, the AT&T Building, and the twin towers of City National Plaza. This area also encompasses a few historically significant buildings including the 818 Building, the Mullen Building/Historic Fire Station No. 28, and the Giannini Building.[2]

To the east of the Project Site across the intersection of Wilshire Boulevard and Figueroa Street is the Northwestern Mutual Plaza comprised of a six-story building at 835 Wilshire Boulevard, the 15-story Northwestern Mutual Life Building at 888 6th Street, and a five-story, above-ground parking structure fronting Figueroa Street amid these two buildings.

Views of the surrounding uses to the east are shown in Figure IV.D-3 (Views of Surrounding Land Uses, Views 1, 2, and 3).

To the southeast of the Project Site across Figueroa Street are a one-story building at the southern corner of the Wilshire Boulevard and Figueroa Street intersection, the approximately three-story Mullen Building/Historic Fire Station No. 28, which is a restaurant use, an approximately eight-story commercial/office use, and the 24-story, 356-foot tall Figueroa Tower office building. To the south of the Project Site across the 7th Street and Figueroa Street intersection is the 12-story, 174-foot 818 Plaza Building with adjacent surface parking as well as two parking structures with ground floor retail, one six-story and one seven-story, which also occupy the block. Views of the surrounding uses to the south are

[2] *City of Los Angeles Department of City Planning, Central City Community Plan, page I-6.*

shown in Figure IV.D-3 (Views of Surrounding Uses, Views 1, 2, and 3) and Figure IV.D-4 (Views of Surrounding Uses, Views 4, 5, and 6).

The structures that immediately surround the Project Site include the 21-story, 350-foot tall 1000 Wilshire Boulevard Building across Francisco Street to the west. To the west and southwest of the Project Site across 7th Street are the 42-story, 534-foot tall Ernst & Young Plaza Building and 7 + Fig Center; the 53-story, 725-foot tall 777 Tower office building; and an approximately 13-story parking structure which serves the Ernst & Young Plaza building, 7 + Fig Center, and the 777 Tower.

To the north of the Project Site, across Wilshire Boulevard, are the 23-story, 288 foot tall 911 Wilshire office building and the 52-story, 717-foot tall Figueroa at Wilshire office building. Views of the surrounding uses to the west and north are shown in Figure IV.D-5 (Views of the Surrounding Uses, Views 7, 8, and 9).

The surrounding structures listed previously generally consist of office uses and ground floor retail uses with the exception of the 1000 Wilshire Boulevard office building and the 777 Tower, which contain only office uses, and the Mullen Building/Historic Fire Station No. 28, which contains a restaurant on the ground floor. The nearest multi-family residential uses, which include The Pegasus apartments, Roosevelt Lofts, The Piero apartments, and TENTEN Wilshire apartments are each located approximately 500 feet away from the Project Site to the east, southeast, north, and northwest respectively. A portion of the Figueroa Tower ground floor at the corner of 7th Street and Figueroa Street, immediately southeast of the Project Site, provides access to the 7th Street/Metro Center/Julian Dixon station (the "7th Street/Metro Center station"), which serves the Red, Purple, and Blue light rail transit lines.

The area immediately surrounding the Project Site and the Financial Core in general does not feature prominent signage beyond building identification. Beyond the Financial Core, a number of properties feature signage ranging from building identification to billboards to large format wall signs, including the Ritz-JW Marriot at LA Live!, which includes extensive LED lighting. The Los Angeles Sports & Entertainment Sign District (LASED) Specific Plan includes a number of signage types. See Figure IV.D-6 (Map of Media Installations in Downtown Los Angeles) for a map of the signage districts downtown. Figure IV.D-6a (Pedestrian-Level Viewshed Area) depicts the visible viewshed areas from a pedestrian-level. Other submitted applications for signage in the area include the Figueroa & Olympic project, additional signage at the Convention Center, and the Metropolis project.

c. Existing Viewsheds

A view refers to direct and unobstructed line-of-sight to an on- or off-site aesthetic resource, which may take the form of panoramic viewpoints from particular vantages. The available viewshed or visible landscape within a given field of view is defined by physical elements that occupy a viewer's line-of-sight from a particular location. Existing views may be obstructed or blocked by modification of the environment (e.g., grading, landscaping, building construction, etc.). Conversely, modifications to the existing environment may create or enhance view opportunities.

Public views are those which can be seen from vantage points which are publicly accessible, such as streets, freeways, parks, and vista points. These views are generally available to a greater number of people than are private views. Private views are those which are only available from vantage points located on private property. Private views across adjacent land uses are generally not protected unless specifically governed through an adopted General or Specific Plan policy or view preservation ordinance.[3] Therefore, private views are not considered to be impacted if an adjacent land use blocks such a view, especially if the Project is within the zoning and design guidelines designated for the Site.

The Project Site and surrounding area can be considered part of the scenic vista of the downtown Los Angeles skyline, which can be viewed from many public viewpoints throughout the City, including distant locations within the Santa Monica Mountains and Hollywood Hills.

Interstate 110 (the "Harbor Freeway"), which runs in close proximity to the northern boundary of the Project Site, is designated as a Scenic Freeway on the City of Los Angeles Central City Community Plan Map,[4] although it is not designated as a scenic highway in the Transportation Element of the General Plan.[5] Chapter Six of the Transportation Element describes the selection criteria for scenic highways as including an arterial street or state highway which either (a) traverses area(s) of natural scenic quality in undeveloped or sparsely developed areas of the City or (b) traverses urban area(s) of cultural, historical, or aesthetic value which merit protection and enhancement. Since the Harbor Freeway, which runs in close proximity to the northern boundary of the Project Site, traverses a highly-developed, urban environment, it is reasonable to assume that the Harbor Freeway scenic highway designation resulted primarily from reason (b) above. None of the adjacent streets surrounding the Project Site are designated state scenic highways.[6] The nearest Scenic Highways in the Project area is a six-mile segment of the Harbor Freeway (between Harbor and US 101 [the "Hollywood Freeway"] interchange).[7] However, the southern viewshed from this segment of highway is limited due to automobile speed and the various other large buildings (i.e., the STAPLES Center and Los Angeles Convention and Exhibition Center) that block views of the Project Site from the highway. Furthermore, the portion of the Harbor Freeway that runs directly parallel to the Project Site and through the downtown area is not designated as a State Scenic Highway. Another designated State Scenic Highway is Adams Boulevard (between Crenshaw Boulevard

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[3] *Mira Mar Mobile Community v. City of Oceanside (CH Oceanside), 119 Cal.App.4th 477 (2004).*

[4] *General Plan Land Use Map, Central City Community Plan, July 7, 2009.*

[5] *City of Los Angeles, Department of City Planning, Map E: Transportation Element of the General Plan, Scenic Highways in the City of Los Angeles, September 1996, website: http://cityplanning.lacity.org/cwd/gnlpln/transelt/TEMaps/E_Scnc.gif, January 22, 2010.*

[6] *City of Los Angeles, Department of City Planning, Map E: Transportation Element of the General Plan, Scenic Highways in the City of Los Angeles, September 1996, website: http://cityplanning.lacity.org/cwd/gnlpln/transelt/TEMaps/E_Scnc.gif, January 22, 2010.*

[7] *Caltrans, California Scenic Highway Program, website: http://www.dot.ca.gov/hq/LandArch/scenic/schwy1.html, January 22, 2010.*

and the Harbor Freeway), located 1.20 miles south of the Project Site.[8] Under existing conditions, the Project Site is not currently visible from the State Scenic Highway portions of Adams Boulevard due to dense urban development along these corridors and the elevated Interstate 10 (the "Santa Monica Freeway").

Additionally, the Project Site does not contain any valued view resources such as trees, rock outcroppings, or historic buildings. There are no significant natural features (such as rock outcroppings, bodies of water, substantial stands of native vegetation, etc.) or native California trees of particular aesthetic value (e.g., oak trees) on the Project Site. Existing landscape is comprised of minimal ornamental landscaping generally limited to street trees lining the Project Site perimeter and no protected species trees as defined under Los Angeles Municipal Ordinance 177,404 were observed on-site. There are no natural open spaces and there are no aesthetically significant man-made features or historic buildings on the Project Site. There are no tall or topographic features on the Project Site from which scenic vistas may be viewed, or which make up part of the scenic landscape of the surrounding community.

Due to the dense urban development, views of the individual buildings that compose the downtown Los Angeles skyline are fairly limited from within downtown Los Angeles itself. The STAPLES Center and the Los Angeles Convention and Exhibition Center are located four blocks south and west of the Project Site, the views of which could be considered scenic vistas. To the north of the Project Site is the southern border of the downtown skyline, which could be considered a scenic vista. The existing viewsheds along Wilshire Boulevard, Figueroa Street, 7th Avenue, and Francisco Street are defined primarily by views of mid to high-rise commercial and office buildings. Therefore, the existing viewsheds are defined primarily by existing urban development.

d. Existing Visual Character

Due to the characteristics of the downtown area in which the Project Site is located, certain general principles were found to govern the availability of views of the Project Site, reflecting an interaction between mid- to high-rise buildings, which are characteristic of the downtown area, and the distance from the Project Site.

Vantage points from which the observation of the Project Site is possible are generally associated with public streets and freeway corridors, which approach or are located adjacent to the Project Site, or with public lands within close range of the Project Site. Specific locations and corridors, which were selected for analysis, were identified from maps of the surrounding street and freeway system and from field observations. Existing visual conditions within these corridors were documented through a collection of photographic data.

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[8] *Caltrans, California Scenic Highway Program, website: http://www.dot.ca.gov/hq/LandArch/scenic/schwy1.html, January 22, 2010.*

The locations and corridors from which portions of the Project Site are visible and which were selected for analysis in this EIR are shown in Figure IV.D-7 (Photo Location Map of Vantage Points), and photographs taken from vantage points within these areas are included in Figures IV.D-8 (Vantage Point 1 – Harbor Freeway: Southbound) through IV.D-15 (Vantage Point 8 – Grand Hope Park). The locations and corridors include the following:

- Harbor Freeway: Southbound (VP1);
- Harbor Freeway: Northbound (VP2);
- Santa Monica Freeway (VP3);
- 1st Street (VP4);
- Edward R. Roybal Learning Center (VP5);
- Los Angeles City Finance Office (VP6);
- Pershing Square (VP7); and
- Grand Hope Park (VP8).

Where corridors are identified, the specific vantage points chosen from within each of these corridors are typical of how the visual characteristics of the Project Site and surrounding views are presently perceived from the corridor. The vantage points are numbered consecutively from VP1 to VP8 (the "VP" indicating a vantage point), along with the corresponding photographs. Thus a reference to VP1, for example, refers to both the vantage point and the photograph taken from that vantage point. The following analysis discusses the general attributes of the visual resources within the Project Site, as well as the views beyond the Project Site.

The Project Site is only visible from portions of the southbound Harbor Freeway due to intervening buildings, which are characteristic of the downtown area (see Figure IV.D-8 [Vantage Point 1 – Harbor Freeway: Southbound]). Additionally, the Harbor Freeway 6th Street exit ramp cuts off views towards the Project Site. As shown in Figure IV.D-9 (Vantage Point 2 – Harbor Freeway: Northbound), from VP2, the Project Site is partially visible while traveling northbound on the Harbor Freeway as a low-rise building directly adjacent to the 1000 Wilshire Boulevard office building. Visual resources, which are available while traveling on the Harbor Freeway, consist of architecturally varied buildings of the downtown area, including the 40-story, 515-foot tall Union Bank Plaza building, the 52-story, 717-foot tall Figueroa at Wilshire office building, the 21-story Manulife Plaza property, the 53-story, 725-foot tall 777 Tower office building, and the 42-story, 534-foot tall Ernst & Young Plaza building. The 21-story, 350-foot tall 1000 Wilshire Boulevard office building is also visible directly adjacent to the freeway. A portion of the 52-story, 699-foot tall City National Plaza Towers and a portion of the 62-story, 858-foot tall Aon office building are both partially visible.

Views of the Project Site from the distant south, which includes views from the Santa Monica Freeway, are blocked due to intervening mid- to high-rise buildings, which are characteristic of the downtown area (see Figure IV.D-10 [Vantage Point 3 – Santa Monica Freeway]). Views of the Project Site from the

distant east are not visible due to intervening mid- to high-rise buildings, which are characteristic of the downtown area (see Figure IV.D-11 [Vantage Point 4 – 1st Street]). Furthermore, the high-density development of the downtown area, including architecturally varied buildings of the downtown area, are visible. Views of the Project Site from the distant north are obscured by topography and vegetation, including intervening mid- to high-rise buildings, which are characteristic of the downtown area (see Figure IV.D-12 [Vantage Point 5 – Edward R. Roybal Learning Center]). Furthermore, the high-density development of the downtown area, including architecturally varied buildings of the downtown area, are visible in the distance.

The Project Site is not directly visible from the northeast downtown area, which is designated as the Bunker Hill District, due to intervening vegetation and mid- to high-rise buildings, which are characteristic of the downtown area (see Figure IV.D-13 [Vantage Point 6 – Los Angeles City Finance Office]). The high-density development of the downtown area is visible in the distance, which includes architecturally varied buildings of the downtown area, including the 55-story, 735-foot tall Bank of America Plaza, the 52-story, 699-foot tall City National Plaza Towers, the 54-story, 723-foot tall Wells Fargo office building, the 45-story, 560-foot tall KPMG Tower, the 42-story, 578-foot tall California Plaza property, 32-story, 349-foot tall Bunker Hill residential tower, and the 73-story, 1,018-foot tall US Bank Tower office building.

The Project Site is not directly visible from Pershing Square, which is located southeast of the Project Site, or from Grand Hope Park, which is located south of the Project Site, due to intervening mid- to high-rise buildings, which are characteristic of the downtown area (see Figure IV.D-14 [Vantage Point 7 – Pershing Square] and Figure IV.D-15 [Vantage Point 8 – Grand Hope Park]). Visual resources are primarily of mid- to high-rise buildings within the downtown area. Architecturally varied buildings of the downtown area, including the approximate eight-story Pacific Center building, the 42-story, 620-foot tall 611 Place office building, the 62-story, 858-foot tall Aon Tower, the approximate 12-story 550 S. Hope Street office building, the 52-story, 699 foot tall City National Plaza Towers, 53-story, 725-foot tall 777 tower office building, the 42-story, 534-foot tall Ernst & Young office building, the 52-story, 717-foot tall Figueroa at Wilshire office building, the 33-story, 414-foot tall MCI Center office building, and the top of the 73-story, 1,018-foot tall Union Bank office building, are visually prominent in the distance.

2. ENVIRONMENTAL IMPACTS

a. Thresholds of Significance

i. Aesthetics

The *L.A. CEQA Thresholds Guide* states that a determination of significance shall be made on a case-by-case basis, considering the following factors:

- The amount or relative proportion of existing features or elements that substantially contribute to the valued visual character or image of a neighborhood community, or localized area, which would be removed, altered, or demolished;

- The amount of natural open space to be graded or developed;
- The degree to which proposed structures in natural open space areas would be effectively integrated into the aesthetics of the site, through appropriate design, etc;
- The degree of contrast between proposed features and existing features that represent the area's valued aesthetic image;
- The degree to which a proposed zone change would result in buildings that would detract from the existing style or image of the area due to density, height, bulk, setback, signage, or other physical elements;
- The degree to which the project would contribute to the area's aesthetic value; and
- Applicable guidelines and regulations.

The Project would not involve any development of natural open space areas. Therefore, the two factors above related to grading and development of natural open space areas would not be applicable. Based on the remaining factors, the Project would have a significant impact if:

- It would to substantially alter, degrade, or eliminate the existing visual character of an area, including valued existing features or resources; or
- It would substantially contrast with the visual character of the surrounding area and its aesthetic image.

ii. Views

The *L. A. CEQA Thresholds Guide* states that a determination of significance shall be made on a case-by-case basis, considering the following factors:

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

Based on all of these factors, the Project would have a significant impact if:

- Its development were to substantially obstruct an existing view of a prominent, valued view resource as viewed from a public street, sidewalk, park, or particular view location.

b. Project Impacts

i. Description of Project

The Project proposes a new development on the site currently occupied by the Wilshire Grand Hotel and Centre, a hotel and office building with accessory retail and restaurant uses and subterranean parking. The Project would include the demolition of the existing structure, including existing subterranean parking, vacation of Francisco Street, and redevelopment of the Project Site with an approximately 65-story structure, no more than 1,250 feet in height ("Building A"), which would include 1,500,000 square feet of office uses and retail/restaurant uses, an approximately 45-story structure, no more than 750 feet in height ("Building B"), which would include a maximum of 560 hotel rooms and/or condo-hotel units, 100 residential dwelling units, and retail/restaurant uses, and an approximately six-story podium structure, no more than 168 feet in height ("Podium"), which would include amenity areas including, but not limited to, project-serving retail and restaurant uses and other ancillary hotel, residential, and office areas. The Project would be constructed over eight levels of subterranean parking containing approximately 1,900 parking spaces. Wireless Telecommunications Facilities, including satellite and/or microwave dishes, two to three meters in diameter, antennas, and cellular facilities could be located on the rooftop of Building A or B. In order to operate properly, the microwave antennas must point at land-based antennas while the satellite antennas point to the sky. Both types of antennas require a clear line of sight.

ii. Signage Regulations

The system of signs and identity elements for the Project is intended to contribute to a lively, colorful, artistic, and exciting pedestrian atmosphere along the major arterials linking the Los Angeles Sports and Entertainment District and Convention Center to the Financial Core. Signage regulations set forth in the Signage Supplemental Use District (Wilshire Grand SUD) would establish criteria for both opportunities and constraints of new identity elements of the Project. The Wilshire Grand SUD would set forth requirements governing the allowable sign types, locations, maximum size or coverage, hours of operation, and type of animation or controlled refresh for new signage. Project signage could include large-scale animated and static signs designed to convey a business, product, service, profession, commodity, activity, event, person, institution, brand, or any other commercial or noncommercial message, including Changeable Copy Signs (to be utilized for a scrolling news ribbon) and Integral Electronic Display Signs.

(1) Permitted and Prohibited Signs

The Wilshire Grand SUD lists permitted sign types, which include: all signs currently permitted by Section 14.4.2 of the LAMC, Changeable Copy Signs, Integral Electronic Display Signs, Pillar Signs, Pedestrian Signs, and Projected Image Signs. The Wilshire Grand SUD prohibits the following signs: Supergraphics, Billboards; Can Signs; Captive Balloon Signs; Illuminated Canopy Signs; Internally Illuminated Awnings; Luminous vacuum-formed letters; Conventional plastic-faced box, canister, or cabinet signs; Formed plastic-faced boxes or injection-molded plastic signs; Inflatable Devices; Odor-producing Signs or any other prohibited sign pursuant to LAMC Section 14.4.4 B.7; Pole Signs; and Sandwich board signs.

(2) Sign Sub-Districts

The Wilshire Grand SUD establishes two Sign Sub-Districts. The following are the specific signage requirements for each of these Sign Sub-Districts (see Figure IV.D-16 [Wilshire Grand SUD Sign Districts]):

- **Sub-District A:** This district generally encompasses the portion of the Project that faces Figueroa Street, Wilshire Boulevard, 7th Street, the intersections of Figueroa Street and Wilshire Boulevard and Figueroa Street and 7th Street.

- **Sub-District B:** This district generally encompasses the portion of the Project along Francisco Street and the intersections of Francisco Street and Wilshire Boulevard and Francisco Street and 7th Street.

(3) Sign Levels

For sign regulation purposes, the Wilshire Grand SUD area is divided into four Vertical Sign Zones or Levels (see Figure IV.D-17 [Wilshire Grand SUD Sign Levels]). The purpose of the Sign Levels is to address different sign viewing distances, including pedestrian views from street level, pedestrian views from a distance, views from surrounding areas, and views from vehicles. The Sign Levels are applicable to Permitted Signs in the Wilshire Grand SUD and include the following:

- **Level 1:** Applicable to all signs located at street level, defined as 0 to 35 feet above grade;

- **Level 2:** Applicable to all signs located between street level and the roof line of the podium, defined as 36 feet to 150 feet above grade (but not to exceed beyond the level of the roofline of the podium);

- **Level 3:** Applicable to all signs located above the roof line of the podium or 151 feet above grade, whichever is lower, up to Level 4; and

- **Level 4**: Applicable to all signs located in the top 10 percent of each building over 170 feet in height above grade.

(1) Sign Animation and Controlled Refresh

There are nine different types of animation, controlled refresh, or static signs (see Table II-5, Types of Animation in Section II. Project Description). The nine types are: Unrestricted Animation; Scroll Animation; Limited Animation I and II; Controlled Refresh I, II, and III; Light Color Animation; and Static signage. New signage in the Wilshire Grand SUD is restricted to each of these types of animation and controlled refresh as shown in Tables II-5 (Sub-District A Sign Regulations) and II-6 (Sub-District B Sign Regulations), (refer to Section II [Project Description]).

Further, all signage proposed under the Project would demonstrate compliance with the applicable provisions of the Outdoor Advertising Act (California Business and Professions Code, Section 5200 et seq), which requires a permit from the California Department of Transportation for the placement of an advertising display within 660 feet from the edge of an interstate highway right-of-way. In addition, LADOT would also be consulted with the adoption of the Wilshire Grand SUD.

Furthermore, pursuant to Section 93.0117 of the LAMC, no stationary exterior light source shall be arranged and illuminated in such a manner as to produce a light intensity of greater than two footcandles above ambient lighting, as measured at the property line of the nearest residentially zoned property. Upon completion of the Project, a measurement of the lighting levels emitted by the new signage would be taken upon installation and activation to confirm that the light intensity is no more than two footcandles, as measured from surrounding residential uses.

In order to provide a conservative signage analysis pertaining specifically to daytime and nighttime light and glare impacts, as this would be the time when impacts would reach their maximum, renderings have been included. These renderings are shown in Figures IV.E.2-1 (Eastern Viewpoint: Figueroa Street) through IV.E.2-9 (Western Viewpoint: 7th Street). These renderings include:

- Eastern Viewpoint Figueroa Street;
- Southern Viewpoint: 7th Street;
- Distant Southern Viewpoint: Edward R. Roybal; and
- Western Viewpoint: 7th Street.

(2) Sign Classification and Regulations

Tables II-56 (Sub-District A Sign Regulations) and II-7 (Sub-District B Sign Regulations) set forth the signage classification and regulations by Vertical Sign Zone for Sub-District A and B, respectively (refer to Section II, Project Description).

(3) Permitted Sign Coverage and Size

Except as otherwise regulated by of the Wilshire Grand SUD, maximum coverage for Levels 1 and 4 would be regulated by LAMC size limitations. The maximum coverage for permitted signs within Levels 2 and 3 of the Wilshire Grand SUD is a percentage of the building façade area, which is the general surface of any exterior wall of a building, not including cornices, bay windows, projections, indentations, or other architectural features or articulation of the exterior surface. The permitted maximum coverages are 80 percent for Level 2, and 60 percent for Level 3, as shown in Tables II-6 (Sub-District A Sign Regulations) and II-7 (Sub-District B Sign Regulations), (refer to Section II [Project Description]).

(4) Sign Hours of Operation

Signs shall be limited in their hours of animation or controlled refresh as shown in Tables II-5 (Sub-District A Sign Regulations) and II-6 (Sub-District B Sign Regulations), (refer to Section II [Project Description]). Light Color Animation and Static signs shall not be limited in their hours of operation.

ii. Construction Impacts

Project construction activities at the Project Site would be visible from the surrounding uses to the north, east, south, and west, and are estimated to occur over a period of 54 months. Construction of the Project would involve demolition/removal of the existing hotel use, grading, and building the proposed development. Refer to Section IV.G (Air Quality), for a detailed discussion of the proposed construction activities, duration, and equipment that would be utilized on the Project Site.

Construction activity would vary on a weekly basis, depending largely on the number of workers and construction trucks needed for the activities during each time period. Temporary fencing would be installed around the Project Site during construction, which would partially shield views of construction activities and equipment. Construction activities typically include both a disturbance in existing natural and man-made features and the development of structures, which, at least temporarily, are devoid of external treatments designed to improve visual character. These could cause substantial changes in visual character if they occur within close proximity to vantage points, and are uncharacteristic of the existing setting. Construction of tall structures includes the use of temporary towers and cranes, which could also interfere with existing view lines. Construction activities under the Project could potentially be visible from those vantage points which currently have views of the Project Site.

In terms of visual character, construction activities under the Project would result in temporary changes as viewed from nearby vantage points. Until the framing is complete, the impacts would be less than the Project. In addition, the extent to which the construction of the Project buildings would impact the field of view and result in change in visual character would be the same as the Project buildings when framing is completed and lower than the Project prior to that point. From more distant vantage points, changes in visual character from construction activities would have the same effect as the Project once framing is complete, and a lesser impact before framing is completed. As Project impacts related to vantage points would be less than significant, Project construction impacts relative to these vantage points would be less than significant.

iii. Operational Impacts

(1) Impacts to Visual Character, Image, and Value

According to the *L.A. CEQA Thresholds Guide*, given the size and diversity of the City, including an extraordinary range of aesthetic characteristics and contrasts, there are no aesthetic standards that apply to all areas. Thus, the *L.A. CEQA Thresholds Guide* defers to the City of Los Angeles Municipal Code (LAMC), community plans, and other applicable local land use plans for specific guidelines and requirements related to aesthetics. Nonetheless, the *L.A. CEQA Thresholds Guide* recognizes that while

certain screening and significance thresholds can be identified for aesthetics, a degree of discretionary judgment may be required to determine the "value" of the aesthetic resource and potential project impacts.

According to the *L.A. CEQA Thresholds Guide*, aesthetic impact assessments should generally address the issue of visual contrast (including form, line, color and texture); the degree to which elements of the environment differ visually. The introduction of contrasting features or development into aesthetically valued urban areas could overpower familiar features, eliminate context or associations with history, or create visual discord where there have been apparent efforts to maintain or promote a thematic or consistent character. Projects that detract from the existing aesthetic quality of an area may include major contrasts in building height and bulk (e.g., buildings "too big" for a street) or the introduction of high-rise structures in lower height areas.

(a) Ground-Floor Level/Parking Levels

At street level, the Project would provide a residential lobby, hotel reception, office lobby, retail uses, and restaurant uses. There would be a maximum of eight levels of subterranean parking, including grade level via a drop-off area on Wilshire Boulevard and a drop-off and hotel valet area on 7th Street, which would both be visible from surrounding streets. Entry and exit to the parking levels would be provided via a driveway on Francisco Street. The proposed ground-floor commercial storefronts and uses would be consistent with other ground-floor retail and restaurant storefronts along Wilshire Boulevard and Figueroa Street. Overall, the Project would convert an underutilized site into a pedestrian-friendly site with ground floor commercial and retail opportunities. Therefore, in addition to being generally consistent with the visual character of the surrounding area, the Project would improve the aesthetic character of the Project Site at the street level by providing new attractive retail and restaurant land uses along the street frontages.

(b) Proposed Residential/Hotel Building, Office Building, and Plaza Level

The Project would provide a modern high-rise mixed-use development that would implement the urban design goals and objectives identified in the Central City Community Plan (refer to Section IV.A.1 [Land Use Planning]). The Project would also include an approximately one-quarter of an acre outdoor plaza at the corner of 7th Street and Figueroa Street, which may include landscaping, a water feature, and outdoor retail and dining areas which would encourage pedestrian activity. The Project would redevelop a currently underutilized site in the center of downtown Los Angeles. Architecturally, the Project has been designed in a manner that respects the surrounding uses. While the scale and massing (discussed later in this Section), of the proposed structures would change the existing visual character of the project area, the new development would be a visual improvement to the underutilized hotel use that currently occupies the Project Site.

(c) Height and Massing

The Project would increase the height of on-site development as compared to the existing use. As described in Section II (Project Description), upon removal of the existing structure, including existing

subterranean parking and vacation of Francisco Street, the Project Site would be developed with an approximately 65-story structure, no more than 1,250 feet in height ("Building A"), an approximately 45-story structure, no more than 750 feet in height ("Building B"), and an approximately six-story podium structure, no more than 168 feet in height ("Podium").

The Project would increase the amount of development and increase the sense of massing of on-site development as compared to existing uses. Additionally, the building heights of the Project would represent a change in the visual character of the Project Site from what currently exists.

The Project would introduce visually prominent high-rise buildings where currently mid-rise development exists, which would substantially change the views of the Project Site. As previously discussed, the Project Site is immediately surrounded by mid- to high-rise development ranging from approximately 6 to 52 stories in height. Therefore, the proposed 65-story and 45-story buildings would be consistent with the height of the existing commercial buildings along areas located along 7th Street, Figueroa Street, Wilshire Boulevard, and Francisco Street. Views of the Project Site would likely be available from more off-site locations than at present because of the increased height and mass of the proposed development on the site. Furthermore, the proposed 1,250-foot and 750-foot buildings would be consistent with the height and mass of several other buildings near the Project Site in downtown Los Angeles, including the 73-stories and 1,018 feet tall US Bank Tower, the 52-stories and 749 feet tall Gas Company Tower, the 52-story at 699 feet twin towers of City National Plaza, the 52-story, 717-foot tall Figueroa at Wilshire, and the 62-stories and 858 feet tall Aon Center. The proposed buildings would introduce a new characteristic to the Project Site that would act to implement the urban design objectives and goals identified in the Central City Community.

As such, the Project's high-rise buildings would act to extend the modern skyline of the downtown Financial Core, without providing substantially inconsistent heights or massing as compared to other buildings located within two blocks of the Project Site. Therefore, in addition to its overall general consistency with the visual character of the surrounding area, the proposed mixed-use buildings would improve the aesthetic character of the Project Site by introducing attractive, modern, high-rise residences, hotel uses, and office uses with pedestrian friendly commercial uses on the ground floor.

In addition, Wireless Telecommunications Facilities, including satellite and/or microwave dishes, two to three meters in diameter, antennas, and cellular facilities could be located on the rooftop of Building A or B. However, location of these facilities atop 45- and 65-story buildings would not represent a prominent visual feature, as the visual appearance of this equipment would not be substantially discernible from the overall building mass.

The Project would include structures that are designed with attention to architectural details, building configuration, variety in design, and associated landscaping, with street trees provided on the ground level between the building and the existing curb. Additionally, the Project would include approximately one-quarter of an acre outdoor plaza at the corner of 7th Street and Figueroa Street. The majority of the building facades would be made-up of a custom window wall system using a high performance glazing with a low-emissivity (low-E) coating. The low-E coating helps control heat transfer on windows with

insulated glazing. All exposed metal would be in the bright white to silver family. This would help improve solar control performance, reduce reflection and glare, and decrease solar transmission.

The Project would be consistent with the nearby high-rises and would contribute to the downtown Los Angeles skyline, as discussed previously. The proposed 1,250-foot building and the 750-foot building would result in a significant contrast between proposed features and existing features in the area, but would not detract from the existing style or image of the area due to height. Based on an evaluation of the Project's design at both the ground and upper levels, the Project would not be expected to degrade the visual quality of either the Project Site or the surrounding area. As a result, impacts related to views of the Project Site would be less than significant.

(2) Impacts to Visual Character

The following discussion addresses the same vantage points as were previously described in the environmental setting portion of this Section. They are shown in Figure IV.D-7 and correspond to the photographs and visual simulations, including daytime and nighttime simulations pertaining directly to signage, shown in Figures IV.D-20 (Harbor Freeway: Southbound, Vantage Point 1 – Daytime) through IV.D-45 (Grand Hope Park, Vantage Point 8 – Nighttime with Proposed SUD). These vantage points include:

- Harbor Freeway: Southbound (VP1);
- Harbor Freeway: Southbound (VP1)-Nighttime;
- Harbor Freeway: Northbound (VP2);
- Harbor Freeway: Northbound (VP2)-Nighttime;
- Santa Monica Freeway (VP3);
- 1st Street (VP4);
- 1st Street (VP4)-Nighttime;
- Edward R. Roybal Learning Center (VP5);
- Edward R. Roybal Learning Center (VP5)-Nighttime;
- Los Angeles City Finance Office (VP6);
- Pershing Square (VP7);
- Grand Hope Park (VP8); and
- Grand Hope Park (VP8)-Nighttime.

In order to provide a conservative signage analysis pertaining to nighttime visual character impacts, additional vantage points, located within the immediate Project area, were created for this portion of the analysis. These vantage points are shown in Figures IV.D-46 (North of 7th Street, Vantage Point 10 –

Nighttime) through IV.D-57 (South on Francisco Street, Vantage Point 15 – Nighttime with Proposed SUD). These vantage points include:

- North of 7th Street (VP10)-Nighttime;
- South on 7th Street (VP11)-Nighttime;
- Figueroa Street (VP12)-Nighttime;
- North on Wilshire Boulevard (VP13)-Nighttime;
- South on Wilshire Boulevard (VP14)-Nighttime; and
- South on Francisco Street (VP15)-Nighttime.

(a) Visual Character

From the southbound Harbor Freeway the Project Site is visible with the main visual features being Building A, which would be no more than 1,250 feet in height, and Building B, which would be no more than 750 feet in height (see Figures IV.D-20 [Harbor Freeway: Southbound, Vantage Point 1 – Daytime] thru IV.D-23 [Harbor Freeway: Southbound, Vantage Point 1 – Nighttime with Proposed SUD]). From the northbound Harbor Freeway the Project Site is visible (see Figures IV.D-24 [Harbor Freeway: Southbound, Vantage Point 2 – Daytime] thru IV.D-27 [Harbor Freeway: Northbound, Vantage Point 2 – Nighttime with Proposed SUD]). The approximately six-story podium structure, no more than 168 feet in height, Building A, and Building B would all be visible. Implementation of the Project would result in a substantial contrast to the existing visual character of the Project Site. A 16-story hotel use, which was not visible from the Harbor Freeway, would be replaced with an approximately 65-story office building, a 45-story hotel/residential building, and a six-story podium level. Furthermore, development of the Project would block the views of the 777 Tower from southbound cars traveling on the Harbor Freeway and would block the views of the Figueroa at Wilshire building and the City National Plaza Towers from northbound cars traveling on the Harbor Freeway. However, the change in visual character of the Project Site is relatively wide, providing views of mid- to high-rise buildings characteristic of the downtown area. Also, as vehicles on the freeway are moving, these fields of view are constantly changing. In addition, Wireless Telecommunications Facilities, including satellite and/or microwave dishes, two to three meters in diameter, antennas, and cellular facilities could be located on the rooftop of Building A or B. However, location of these facilities atop 45- and 65-story buildings would not represent a prominent visual feature, as the visual appearance of this equipment would not be substantially discernible from the overall building mass. Therefore, Project impacts on the visual character of the Project Site from the Harbor Freeway would be less than significant.

Views of the Project Site from the distant south, which include views from the Santa Monica Freeway (see Figures IV.D-28 [Santa Monica Freeway, Vantage Point 3 – Daytime] thru IV.D-29 [Santa Monica Freeway, Vantage Point 3 – Daytime with Proposed SUD]), from the distant east (see Figures IV.D-30 [1st Street, Vantage Point 4 – Daytime] thru IV.D-33 [1st Street, Vantage Point 4 – Nighttime with Proposed SUD]), and from the distant north (see Figures IV.D-34 [Edward R. Roybal Learning Center, Vantage Point 5 – Daytime] thru IV.D-37 [Edward R. Roybal Learning Center, Vantage Point 5 –

Nighttime with Proposed SUD]) are visible with the main visual features being Building A and Building B. Implementation of the Project would result in a substantial contrast to the existing visual character of the Project Site. Buildings A and B would introduce visually prominent structures on the Project Site and would result in a substantial change in the visual character of the Project Site. However, the distant field of views of the Project Site is relatively wide, providing views of mid- to high-rise buildings characteristic of the downtown area. Furthermore, due to the distance of these vantage points in relation to the Project Site and the backdrop of other high-rise buildings, which are characteristic of the downtown area, such as the 62-story, 858-foot tall Aon Tower, the 52-story, 749-foot tall Gas Company Tower, the 52-story, 717-foot tall Figueroa at Wilshire office building, the 52-story, 750-foot tall Two California Plaza, 55-story, 735-foot tall Bank of America Plaza, the 52-story, 699-foot tall City National Plaza Towers, the 54-story, 723-foot tall Wells Fargo office building, the 45-story, 560-foot tall KPMG Tower, the 42-story, 578-foot tall California Plaza property, 32-story, 349-foot tall Bunker Hill residential tower, and the 73-story, 1,018-foot tall US Bank Tower office building, additional high-rise buildings would not present a substantial change in visual character. In addition, Wireless Telecommunications Facilities could be located on the rooftop of Building A or B. However, location of these facilities atop 45- and 65-story buildings would not represent a prominent visual feature, as the visual appearance of this equipment would not be substantially discernible from the overall building mass. Therefore, Project impacts on the visual character of the Project Site from these areas would be less than significant.

From the Bunker Hill District, looking southwest towards the Project Site, the Project Site is visible with the main visual feature being Building A (see Figures IV.D-38 [Los Angeles City Finance Office, Vantage Point 6 – Daytime] and IV.D-39 [Los Angeles City Finance Office, Vantage Point 6 – Daytime with Proposed SUD]). Implementation of the Project would result in a substantial contrast to the existing visual character of the Project Site. A 16-story hotel use, which was not visible from this vantage point, would be replaced with an approximately 65-story office building. However, similar to other distant viewpoints of the Project Site, due to the distance in relation to the Project Site and the backdrop of other high-rise buildings, which are characteristic of the downtown area, such as the 55-story, 735-foot tall Bank of America Plaza, the 52-story, 699-foot tall City National Plaza Towers, the 54-story, 723-foot tall Wells Fargo office building, the 45-story, 560-foot tall KPMG Tower, the 42-story, 578-foot tall California Plaza property, 32-story, 349-foot tall Bunker Hill residential tower, and the 73-story, 1,018-foot tall US Bank Tower office building, an additional high-rise building would not present a substantial change in visual character. In addition, Wireless Telecommunications Facilities could be located on the rooftop of Building A. However, location of these facilities atop a 65-story building would not represent a prominent visual feature, as the visual appearance of this equipment would not be substantially discernible from the overall building mass. Therefore, Project impacts on the visual character of the Project Site from this area would be less than significant.

Views of the Project Site from the south, which includes views from Pershing Square (see Figures IV.D-40 [Pershing Square, Vantage Point 7 – Daytime] and IV.D-41 [Pershing Square, Vantage Point 7 – Daytime with Proposed SUD]), and from Grand Hope Park (see Figures IV.D-42 [Grand Hope Park, Vantage Point 8 – Daytime] thru IV.D-45 [Grand Hope Park, Vantage Point 8 – Nighttime with Proposed SUD]) are visible with the main visual features being Building A and the top portion of Building B. Implementation of the Project would result in a substantial contrast to the existing visual character of the

Project Site. A 16-story hotel use, which was not visible from this vantage point, would be replaced with an approximately 65-story office building and a 45-story hotel/residential building. Furthermore, development of the Project would significantly block the views of the Figueroa at Wilshire Tower. However, due to the distance of these vantage points in relation to the Project Site and the backdrop of other high-rise buildings, which are characteristic of the downtown area, such as the 42-story, 620-foot tall 611 Place office building, the 62-story, 858-foot tall Aon Tower, 53-story, 725-foot tall 777 tower office building, the 42-story, 534-foot tall Ernst & Young office building, the 52-story, 717-foot tall Figueroa at Wilshire office building, the 33-story, 414-foot tall MCI Center office building, the top of the 73-story, 1,018-foot tall Union Bank office building, and the 52-story, 699 foot tall City National Plaza Towers, additional high-rise buildings, which are only partially visible from these vantage points, would not present a substantial change in visual character. In addition, Wireless Telecommunications Facilities could be located on the rooftop of Building A or B. However, location of these facilities atop 45- and 65-story buildings would not represent a prominent visual feature, as the visual appearance of this equipment would not be substantially discernible from the overall building mass. Therefore, Project impacts on the visual character of the Project Site from this area would be less than significant.

(b) Signage

Project signage within Sign Districts A and B would be visible from vehicles traveling on the Harbor Freeway (see Figures IV.D-20 thru IV.D-27). Sign District A of the Wilshire Grand SUD would permit signage on the south façade of Building A. Sign District B would permit signage on the south façade of Building B. Furthermore, under the type of signage permitted in Sign Districts A and B, Integral Electronic Display Signs that are animated could be included, which would be limited with respect to the hours during which illumination or animation may be displayed. As shown in the renderings such signage could constitute high brightness illuminated surfaces and a substantial change in visual character as perceived from the Harbor Freeway. As previously discussed, the Harbor Freeway is designated as a Scenic Freeway on the Central City Community Plan Map, likely for its urban skyline views.[9] The Project signage would have the potential to increase the intensity and visual appearance of urban development along the Harbor Freeway. Furthermore, due to proximity, Buildings A and B would both be visible and visible signage on these building would be limited to Sign Levels 2, 3, and 4. The change in character from a mid-rise 16-story hotel use to a high-density mixed-use development that could include animated and static signs and Integral Electronic Display Signs (animated and static) would represent a substantial change in visual character. Specifically, Sign Level 2 would be limited to being placed between 35 and 150 feet above grade with maximum sign coverage of 80 percent for each street frontage. Sign Level 2 would permit various animated signage (i.e., Unrestricted Animation Signs, Limited Animation I and II Signs, Controlled Refresh I and II Signs, and Light Color Animation Signs).[10]

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[9] *The Central City Community Plan does not include explanation as to why the Harbor Freeway has been designated a scenic highway and there are no requirements related to this designation.*

[10] ***Unrestricted Animation****: The least restrictive level of animation for signs that contain images, text, parts, or illumination which flash, change, move, stream, scroll, blink, or otherwise are in motion. This is full motion display.*

Sign Level 3 would be limited to being placed above the roofline of the podium or 150 feet above grade, whichever is lower, with a cumulative sign area of 60 percent of the building façades. Restricted animated signs (i.e., Limited Animation I Signs, Controlled Refresh I and II Signs, and Light Color Animation Signs) would be permitted in Sign Level 3. Sign Level 4 would be limited to being placed at the upper levels of the high-rise buildings, which is the top 10 percent of the building heights over 170 feet in height above grade. Sign Level 4 would permit restricted animated signs (i.e., Limited Animation I Signs, Controlled Refresh II Signs, and Light Color Animation). At the elevations at which this Project signage could potentially occur, Project signage at the higher elevations of Project buildings could result in high-brightness illuminated surfaces that are directly visible from the surrounding area and create a significant change in visual character. The upper level signage, including static and animated signs and Integral Electronic Display Signs (animated and static) that could occupy the building façades would be directly viewable and focused on the signage. The large-scale Integral Electronic Display Signs would focus the attention of the viewer. Furthermore, because of the size and visibility of proposed signage, the Project would introduce elements considered to detract from the visual character of the area, such as bright colors, radiant lighting, and an increase in signage relative to current signage levels in the area. These elements would change the existing character of the area, creating a significant impact. Therefore, this analysis conservatively concludes that the change in visual character would be substantial and impacts associated with signage from the Harbor Freeway would be significant.

Views of the Project Site from the distant south, which include views from the Santa Monica Freeway, from the distant east, from the distant north, from the Bunker Hill District, from Pershing Square, and from Grand Hope Park are visible with the main visual features being the Building A and Building B (see Figures IV.D-28 thru IV.D-45). Predominately Project signage within Sign District A would be visible from these distant views. Furthermore, under the type of signage permitted in Sign District A, Integral

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***Limited Animation I**: A type of restricted animation for signs that contain images, text, parts, or illumination which flash, change, move, blink, or otherwise refresh in whole or in part at a maximum rate of one animated event per 2 minutes (i.e., must stay static for a minimum of 2 minutes before refreshing). Each animated effect shall change by transitional effect including but not limited to an irregular pixilated pattern cascade with non-adjoining pixels incrementally changing over a period of 2 minutes.*

***Limited Animation II:** A type of restricted animation for signs that contain images, text, parts, or illumination to flash, change, move, blink, or otherwise refresh in whole or in part at a maximum rate of one animated event per 3 hours (i.e., must stay static for a minimum of 3 hours before refreshing). Each animated effect displayed on an Integral Electronic Display Sign shall change by an irregular pixilated pattern cascade with non-adjoining pixels incrementally changing over a period of 1 hour.*

***Controlled Refresh I**: Restriction for any type of sign that contains images, text, parts, or illumination which flash, change, move, blink, or otherwise refresh in whole or in part at a maximum of one refresh event per 8 seconds (i.e., must stay static for a minimum of 8 seconds before refreshing). Each refresh event shall be an instant transition.*

***Controlled Refresh II**: Restriction for any type of sign that contains images, text, parts, or illumination which flash, change, move, blink, or otherwise refresh in whole or in part at a maximum rate of one refresh event per 6 hours (i.e., must stay static for a minimum of 6 hours before refreshing). Each refresh event shall be an instant transition.*

***Light Color Animation**: Changes in color in whole or in part without changing images or text are exempt from other Animation restrictions. Each color effect displayed on a sign may change by gradient transition between colors once every 30 minutes.*

Electronic Display Signs that are animated could be included. Such signage could constitute high brightness illuminated surfaces and a substantial change in visual character. Furthermore, visible signage on these buildings would be limited to Sign Levels 3 and 4. From this vantage point, the upper level signage, including static signs and Integral Electronic Display Signs (animated and static) that could occupy the building façade would be directly viewable in the center of the viewshed. However, at the elevations at which Project signage could potentially occur, the Project would occupy only a small part of the field of view at the periphery of the viewshed. Therefore, with a wide field of view that is available from distant views, the change in visual character would not be substantial. Furthermore, while the SUD would be visible, the visibility of the SUD would be intermittent and sporadic from various locations in outlying areas where a direct line of sight above building rooflines is available. Those views however, would be characterized as background views and thus would not be significantly impacted by the Project or by signage.

Figures IV.D-46 (North of 7th Street, Vantage Point 10 – Daytime) thru IV.D-57 (North on Francisco Street, Vantage Point 15 – Nighttime with Proposed SUD) portray views of the Project Site from the immediate surrounding Project Site area, including the north, east, south, and west. These viewshed areas consist of streets and sidewalks that would be most affected by the Project. As shown in Figure IV.D-6a, due to the extent of buildings along the surrounding roadways, the primary view corridors that would be affected by the SUD are generally limited to the roadways and sidewalk areas on surrounding streets (Wilshire Boulevard, Figueroa Street, 7th Street, and Francisco Street). Project signage within Sign Districts A and B would be visible from these locations. As previously discussed under the type of signage permitted in Sign Districts A and B, Integral Electronic Display Signs that are animated could be included. Such signage could constitute high brightness illuminated surfaces and a substantial change in visual character of the immediate surrounding Project Site area. Due to proximity, visible signage would include Sign Levels 1, 2, 3, and 4. Sign Level 1 would permit an animated scrolling news ribbon with a maximum height of 10 feet.[11] Sign Level 1 would also permit various animated signage (i.e., Unrestricted Animation Signs, Controlled Refresh II Signs, Light Color Animation Signs, and Limited Animation II Signs). The change in character from a mid-rise 16-story hotel use to a high-density mixed-use development that could include animated and static signs and Integral Electronic Display Signs (animated and static) would represent a substantial change in visual character. Project signage could result in high-brightness illuminated surfaces that are directly visible from the surrounding area and create a significant change in visual character. From these vantage points, upper level signage, including static and animated signs and Integral Electronic Display Signs (animated and static) that could occupy the building façade would be directly viewable in the center of the viewshed, and the field of view would be focused on the signage. The large-scale Integral Electronic Display Signs would focus the attention of the viewer. Furthermore, because of the size and visibility of proposed signage, the Project would introduce elements that might be considered to detract from the visual character of the area, such as bright colors, radiant lighting, and an increase in signage relative to current signage levels in the area. These elements would change the existing character of the area, creating a significant impact. Therefore, this analysis concludes

[11] ***Scroll Animation****: A type of animation for signs where text message changes regularly, either by modifying individual letters or by modifying the sign face electronically, including scrolling news ribbon or electronic message boards where text moves or rolls up, down, or across the sign.*

that taken as a whole and analyzed from numerous vantage points, the change in visual character would be substantial and impacts associated with the Project's signage would be significant.

v. Impacts to Historic Resources

The Project would not involve the demolition of any historic resources. The Project Site is not within the boundaries of a Historic District but there are 207 historic resources within a half-mile radius of the Project Site.[12] There are many historic resources in the vicinity of the Project Site, the closest being the Mullen Building/Historic Fire Station No. 28, which is located at 644 Figueroa Street, across Figueroa Street from the Project Site. As discussed in Section IV.H (Cultural Resources), the Project would not impact the Mullen Building because the significance of this historic resource would not be materially impaired. Therefore, impacts related to visual character, image, and value of historic resources would be less than significant.

vi. Impacts to Scenic Resources

Due to the Project's scale and massing, and proposed height of 1,250 feet above grade for Building A and 750 feet above grade for Building B, the Project would have the potential to affect a scenic vista. The Project Site and surrounding area are part of the downtown Los Angeles skyline, visible from locations fairly distant from downtown, but scarcely visible from within the downtown area. As shown in Figures IV.D-1 and IV.D-2, and IV.D-8 through IV.D-15, public views looking east, south, west, and north of the Project Site show primarily dense mid- to high-rise development ranging from approximately 6 to 52 stories in height. The proposed high-rise buildings would become prominent structures enhancing and adding to the downtown Los Angeles skyline, viewed from many locations throughout the area. Therefore, development of the Project, which consists of a building similar in height and size to other buildings in the Financial Core, would not block views of the STAPLES Center and Los Angeles Convention and Exhibition Center from locations north of the Project Site, nor would the Project block views of the downtown skyline from locations south of the Project Site.

As previously discussed, the Harbor Freeway is designated as a Scenic Freeway on the Central City Community Plan Map, likely for its urban skyline views.[13] The Project would have the potential to increase the intensity of urban development along the Harbor Freeway. Since the direct buildout of Project buildings would simply reinforce an existing urban skyline, it would be consistent with the Harbor Freeway's scenic highway designation. However, the change in character from a mid-rise 16-story hotel use to a high-density mixed-use development that could include animated and static signs and Integral Electronic Display Signs (animated and static) would represent a substantial change in scenic resources when associated with signage. Project signage could result in high-brightness illuminated surfaces that are directly visible from the surrounding area and create a significant change in scenic resources,

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[12] *Letter correspondence from Thomas David Shackford, Lead Staff Researcher, South Central Coastal Information Center, September 8, 2009.*

[13] *The Central City Community Plan does not indicate exactly why the Harbor Freeway has been designated a scenic highway.*

including views from the Harbor Freeway. Furthermore, because of the size and visibility of proposed signage, the Project would introduce elements considered to detract from the scenic views of the area, such as bright colors, radiant lighting, and an increase in signage relative to current signage levels in the area. These elements would change the existing character of the area, creating a significant impact. Therefore, this analysis conservatively concludes that the change in scenic resources would be substantial and impacts associated with signage would be significant.

(1) Views

The Project would permanently alter public and private views from 7th Street, Francisco Street, Wilshire Boulevard, and Figueroa Street by blocking views of certain surrounding buildings from specific points on surrounding streets. Currently, public views from various vantage points along the adjacent roadways and sidewalks are obstructed because the Project Site contains the 16-story Wilshire Grand Hotel and Centre. Public views from the ground level and private views from various above-grade levels of the residences at the Pegasus apartments, Roosevelt Lofts, The Piero apartments, The Medici apartments, and TENTEN Wilshire apartments would be permanently altered. Certain views looking through the Project Site to adjacent buildings and land uses would be permanently blocked. However, any available views are interrupted and are not expansive views. As previously mentioned, dense development throughout downtown Los Angeles already obstructs any potential panoramic or views that would be considered a scenic resource. Thus, construction of the Project would not obstruct public views of a scenic resource and impacts to public views would be less than significant. Neither state nor local law protects private views from private lands except in accordance with uniformly applied standards and policies. As no standards or policies exist to protect private views within the immediate area, any blockage of private views would be less than significant.

c. Land Use Equivalency Program

As described in Section II (Project Description) the Project would include a Land Use Equivalency Program to maintain flexibility of Project uses and floor areas so that the Project could respond to the changing needs of the Southern California economy. The Land Use Equivalency Program is designed to direct how development would occur on the Project Site and allow for flexibility so that land uses could be exchanged for other permitted land uses in accordance with the Land Use Equivalency Program. The exchange of office/commercial, retail, hotel and/or residential uses would be accomplished within the same building parameters. This exchange in the use of buildings would occur at relatively limited locations within the Project Site. There would be no substantial variation in the Project's street configurations or relationship to the surrounding community. The development would be subject to the same design criteria (e.g., building height limits, setbacks, etc.) as the Project. Table II-2 (Land Use Equivalency Program) in Section II (Project Description), shows the change in land use under the Land Use Equivalency Program.

Development under the Land Use Equivalency Program would occupy the same development areas as the Project and the overall character of development would be essentially the same as with the Project,

including the provision of the Wilshire Grand SUD. Therefore, visual resource impacts would be the same under the Land Use Equivalency Program as with the Project.

d. Design Flexibility Program

The design of the Project as a conceptual plan allows for flexibility in the finalized building design within a determined set of parameters. The Design Flexibility Program may result in certain uses being on different parts of the Project Site than those identified in the conceptual plan. However, regardless of the placement of buildings on the Project Site, or uses within those buildings, the visual impacts evaluated for the Project would not be significantly altered in such a way as to result in significant impacts. Although the location of the buildings may change, the visual environment of the Project Site, and views affected by the Project, would not be significantly different than those analyzed for the Project. Flexibility on the Project Site would be guided by the parameters established in Section IV.A.2, Physical Land Use (see PDF-1 through PDF-13. Impacts related to visual resources under the Design Flexibility Program would be the same as with the Project.

3. CUMULATIVE IMPACTS

Development of the Project Site in combination with other future projects in the immediately surrounding area could contribute to cumulative visual impacts, resulting in a gradual change in the perception of the Project Site and surrounding areas over time. However, the future development of the area surrounding the Project Site is anticipated to occur in accordance with adopted plans and regulations. These include the *City of Los Angeles General Plan*, *City of Los Angeles Land Use/Transportation Policy*, and the *Central City Community Plan* and comparable plans in other jurisdictions. In general, these plans anticipate intensification of the existing commercial, office, and multi-family residential land uses in the surrounding area. Furthermore, the development of the related projects is expected to be consistent with the height, mass, and visual character of the existing downtown area. Therefore, the Project in conjunction with the related projects would not result in a significant impact related to the visual character of the area.

It should be noted that there is a possibility that future related projects could introduce SUDs to the downtown area within the same viewshed as the Project (i.e., that would be simultaneously visible from the same location). Similar to the Project, future proposed SUDs would set forth permitted and prohibited sign types, hours of operation (for animated signage), minimum spacing between signage, and signage application review requirements. However, future signage within the same view corridor as the Project would introduce elements considered detracting from the visual character of the area, such as bright colors, radiant lighting, and an increase in signage relative to current signage levels in the area. These elements would change the existing character of the area, creating a significant impact. Therefore, signage introduced by the Wilshire Grand SUD for the Project in conjunction with possible future SUDs for related projects would be substantial and visual impacts associated with signage would be significant.

4. PROJECT DESIGN FEATURES AND MITIGATION MEASURES

No project design features related to visual resources have been proposed.

The City requires implementation of the following Standard Mitigation Measures:

MM-1: All open areas not used for buildings, driveways, parking areas, recreational facilities or walks shall be attractively landscaped and maintained in accordance with a landscape plan, including an automatic irrigation plan, prepared by a licensed landscape architect to the satisfaction of the decision maker.

MM-2: Every building, structure, or portion thereof, shall be maintained in a safe and sanitary condition and good repair, and free from graffiti, debris, rubbish, garbage, trash, overgrown vegetation or other similar material, pursuant to LAMC Section 91.8104.

MM-3: The exterior of all buildings and fences shall be free from graffiti when such graffiti is visible from a public street or alley, pursuant to LAMC Section 91.8104.15.

MM-4: Multiple temporary signs in the store windows and along the building walls are not permitted.

MM-5: By issuance of building permit for signage, for every Integral Electronic Display to be erected in Level 3 on the Project Site, the Applicant or its successor shall remove or cause to have removed the number of billboards as determined by the Department of City Planning. Billboards considered for removal shall be located in the Central City and Westlake Communities.

MM-6: A building permit for a new Integral Electronic Display sign shall not be issued until any prohibited signs, on such parcel, have been removed.

MM-7: All signs in the Signage SUD shall meet the following criteria:

a) The building and ground area around signs shall be properly maintained at all times. All unused mounting structures, hardware and wall perforations from any previous sign shall be removed and building surfaces shall be restored to their original condition.

b) All signage copy shall be properly maintained and kept free from damaged sign material and other unsightly conditions, including graffiti.

c) Any sign structure shall be at all times kept in good repair and maintained in a safe and sound condition and in conformance with all applicable codes.

d) Razor wire, barbed wire, concertina wire or other barriers preventing unauthorized access to any sign, if any, shall be hidden from public view.

e) The signage copy must be repaired or replaced immediately upon tearing, ripping, or peeling or when marred or damaged by graffiti.

f) No access platform, ladder, or other service appurtenance, visible from the sidewalk, street or public right-of-way, shall be installed or attached to any sign structure.

g) Existing signs that are no longer serving the current tenants, including support structures, shall be removed and the building facades originally covered by the signs shall be repaired/resurfaced with materials and colors that are compatible with the facades.

MM-8: The material, construction, mounting, and adhesive methods of all proposed signage shall be subject to the approval of the Fire Department and the Department of Building and Safety.

5. LEVEL OF SIGNIFICANCE AFTER MITIGATION

Impacts to visual character of the Project Site resulting from direct buildout of the Project buildings would be less than significant. Although signage mitigation measures are included, these would not reduce the impact to a less than significant level. No other feasible mitigation measures are available to address the significant visual character impacts of the Project signage. However, this EIR examines seven alternatives (Reduced Density, Office-Only, Residential-Only, Reduced Height, Zoning Compliant, Reduced Signage, and Zoning Compliant Signage) that have the potential to reduce significant impacts of the Project with regard to visual qualities (see Section V [Alternatives to the Project] of this EIR), including a reduction in signage. Impacts related to signage resulting from the Project would be significant and unavoidable from viewsheds with direct views of the Project Site (i.e., Harbor Freeway and immediate surrounding streets).

View 1: View looking southwest across the intersection of Figueroa Street and Wilshire Boulevard toward the Project Site.

View 2: View looking northwest across the intersection of Figueroa Street and 7th Street toward the Project Site.

View 3: View looking northwest across the intersection of Figueroa Street and 7th Street toward the Project Site.

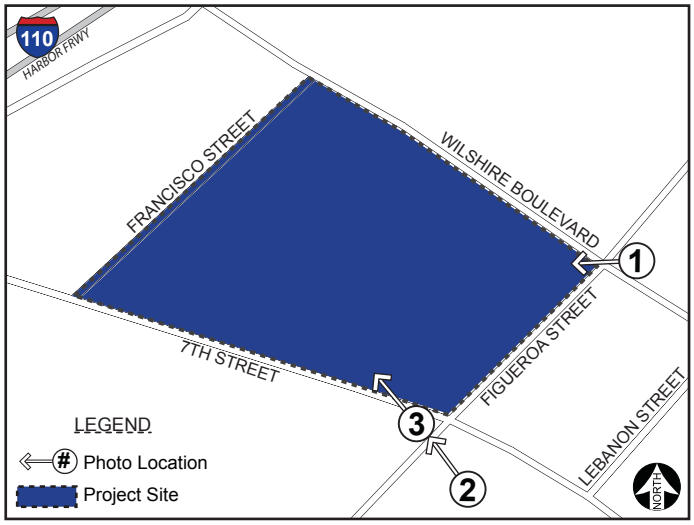

PHOTO LOCATION MAP

Source: Christopher A. Joseph & Associates, 2009.

View 4: View looking northeast across the intersection of Francisco Street and 7th Street toward the Project Site.

View 5: View looking northeast across Francisco Street toward the Project Site at approximately mid-block.

View 6: View looking west along Wilshire Boulevard toward the Project Site.

PHOTO LOCATION MAP

Source: Christopher A. Joseph & Associates, 2009.

CHRISTOPHER A. JOSEPH & ASSOCIATES
Environmental Planning and Research

Figure IV.D-2
Views of the Project Site
Views 4, 5, and 6

View 1: View looking east across the intersection of Wilshire Boulevard and Figueroa Street toward the 15-story Northwest Mutual Life building, five-story parking structure, and various Wilshire Boulevard office buildings.

View 2: View looking south across Figueroa Street toward the three-story Mullen Building and 24-story Figueroa Tower.

View 3: View looking southwest across the intersection of 7th Street and Figueroa Street toward the 12-story 818 Plaza.

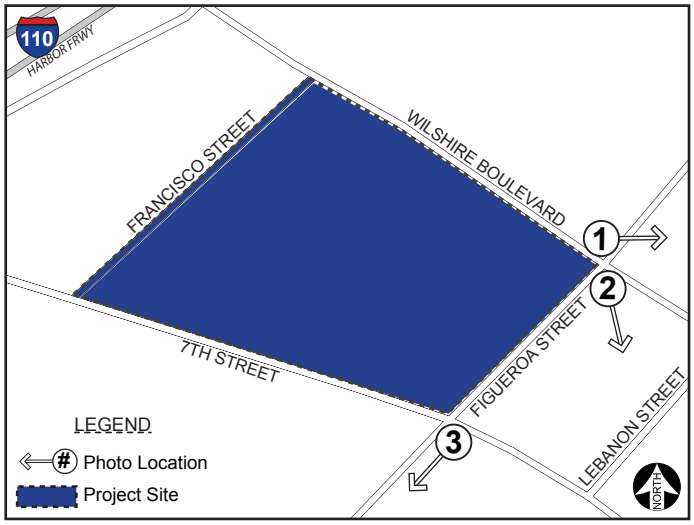

PHOTO LOCATION MAP

Source: Christopher A. Joseph & Associates, 2009.

CHRISTOPHER A. JOSEPH & ASSOCIATES
Environmental Planning and Research

Figure IV.D-3
Views of Surrounding Uses
Views 1, 2, and 3

View 4: View looking southwest across 7th Street from the Project Site toward the 13-story parking structure.

View 5: View looking east along 7th Street toward the 24-story Figueroa Tower.

View 6: View looking north from 8th Street toward the Project Site and the 21-story 1000 Wilshire.

PHOTO LOCATION MAP

Source: Christopher A. Joseph & Associates, 2009.

CHRISTOPHER A. JOSEPH & ASSOCIATES
Environmental Planning and Research

Figure IV.D-4
Views of Surrounding Uses
Views 4, 5, and 6

View 7: View looking north across 7th Street and Francisco Street toward the 21-story 1000 Wilshire Building.

View 8: View looking northwest across Francisco Street toward the 1100 Wilshire (left) and the 18-story 1010 Wilshire multi-family residential tower (right).

View 9: View looking northeast across Wilshire Boulevard toward the 23-story 911 Wilshire building.

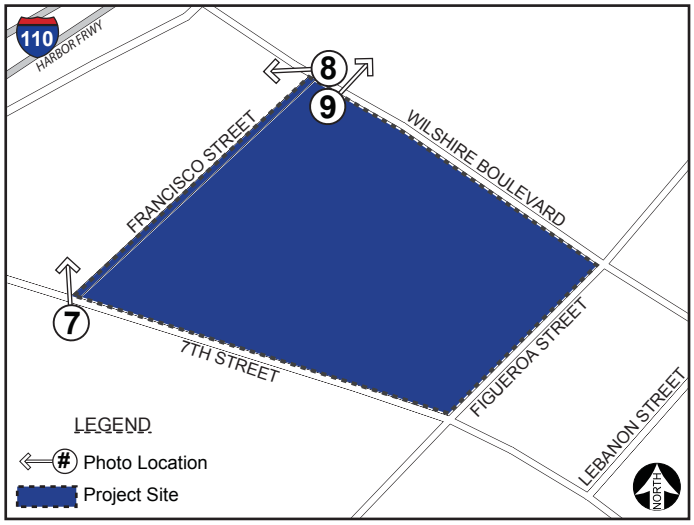

PHOTO LOCATION MAP

Source: Christopher A. Joseph & Associates, 2009.

CHRISTOPHER A. JOSEPH & ASSOCIATES
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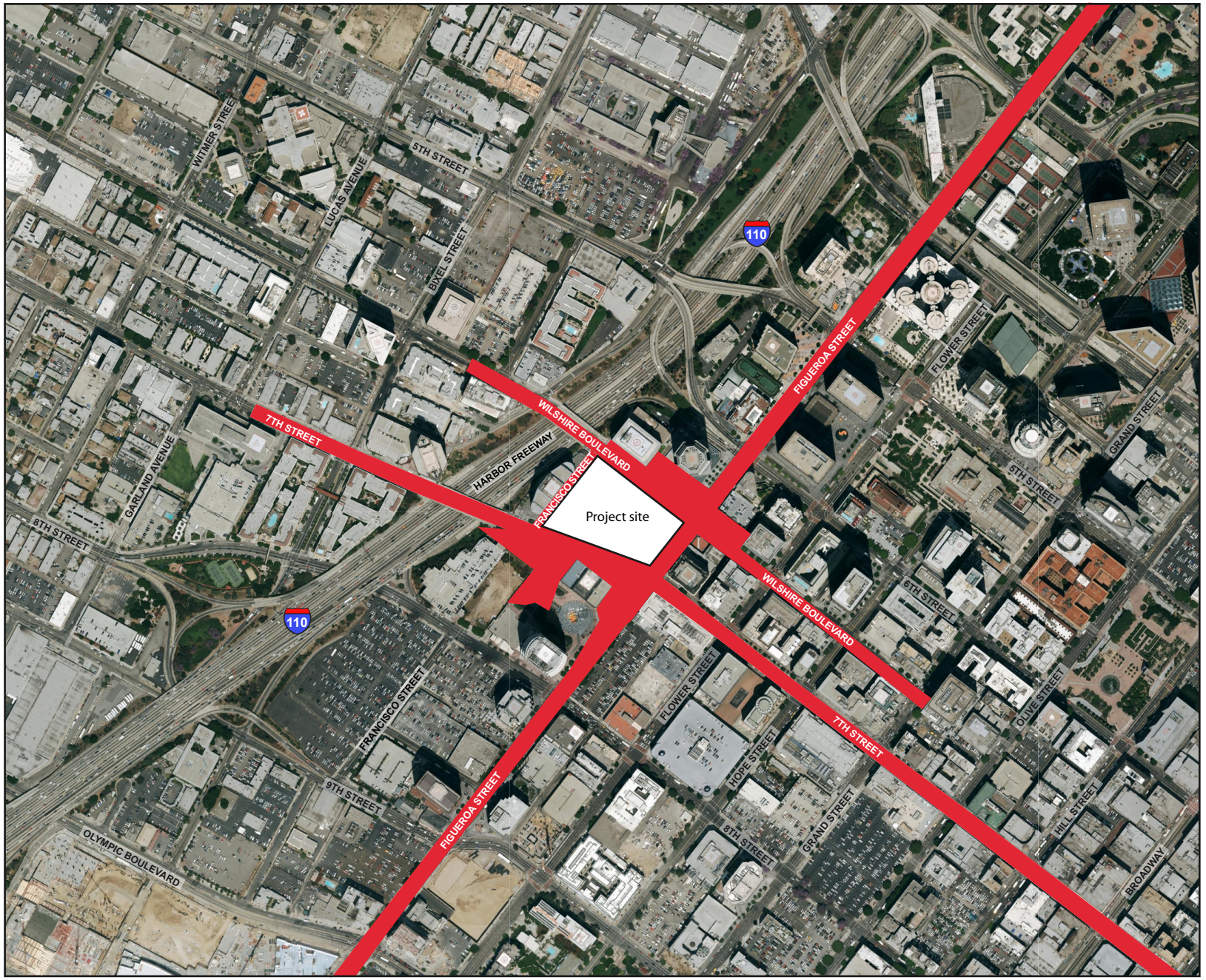
Figure IV.D-5
Views of Surrounding Uses
Views 7, 8, and 9

Source: Rios Clementi Hale studios, June 15, 2010.

CHRISTOPHER A. JOSEPH & ASSOCIATES
Environmental Planning and Research

Figure IV.D-6
Map of Media Installations in Downtown Los Angeles



Legend

Pedestrian-Level Viewshed Area

NORTH

0 300 600

Scale (Feet)

Source: Google Maps and Christopher A. Joseph & Associates, March 2010.

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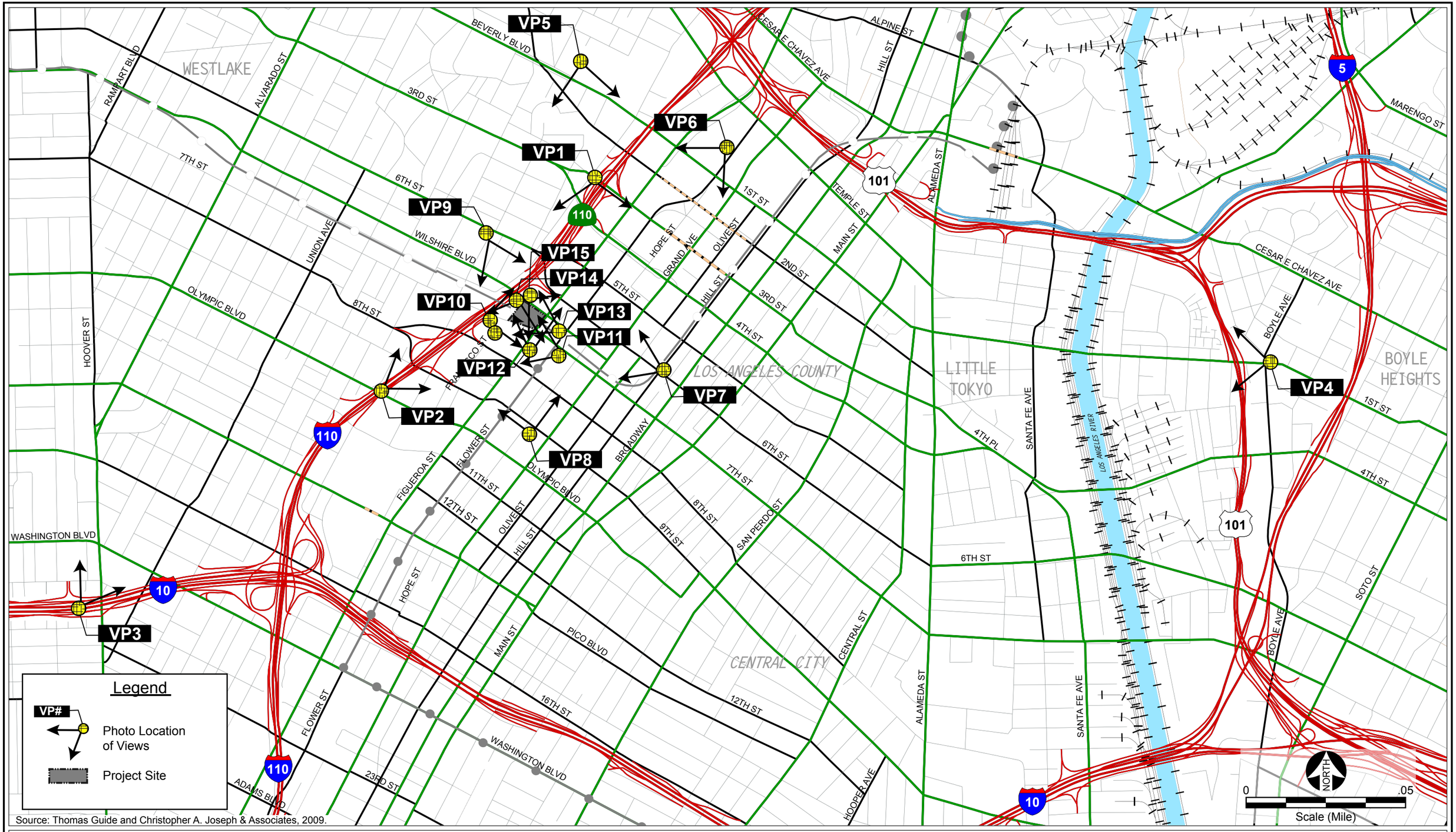
Figure IV.D-6a
Pedestrian-Level Viewshed Area



Source: Thomas Guide and Christopher A. Joseph & Associates, 2009.

CHRISTOPHER A. JOSEPH & ASSOCIATES
Environmental Planning and Research

Figure IV.D-7
Photo Location Map of Vantage Points

Vantage Point 1: View looking south toward the Project Site while traveling south on the Harbor Freeway.

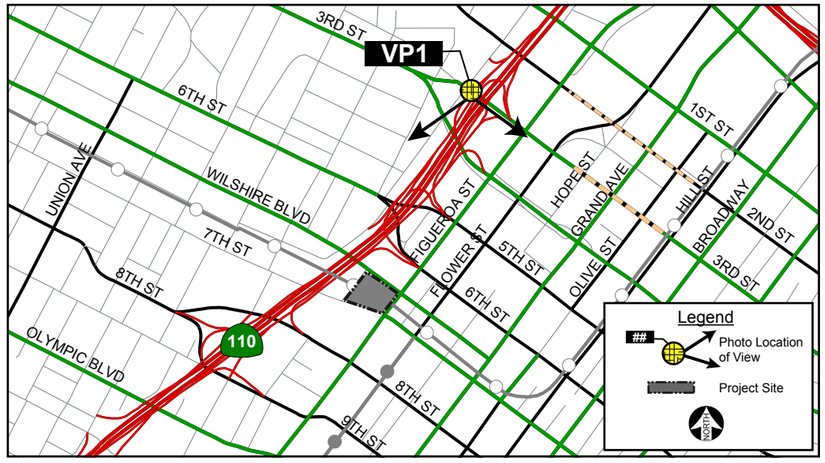
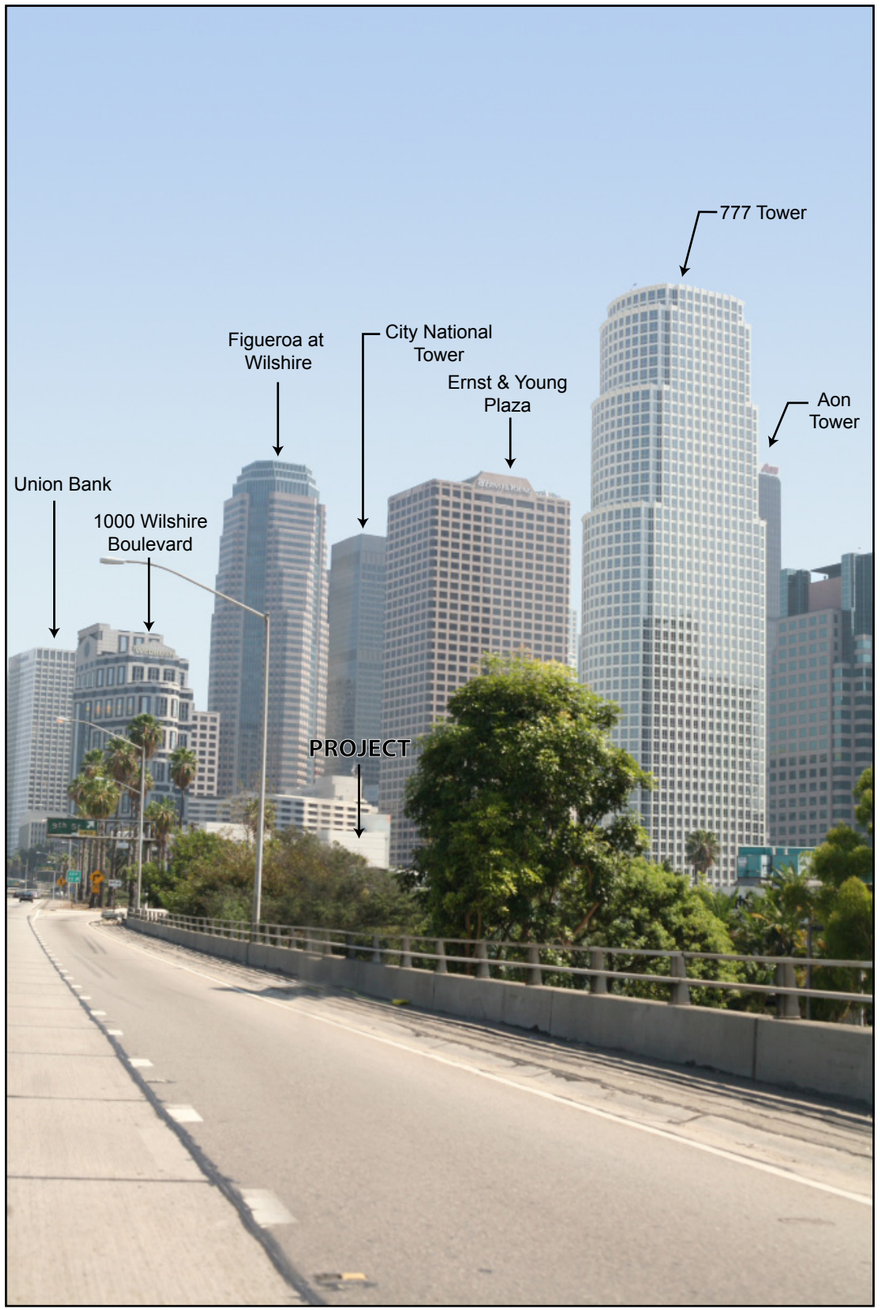


Photo Location View Map

Source: AC Martin and Christopher A. Joseph & Associates, 2009.



Vantage Point 2: View looking north toward the Project Site while traveling north on the Harbor Freeway.

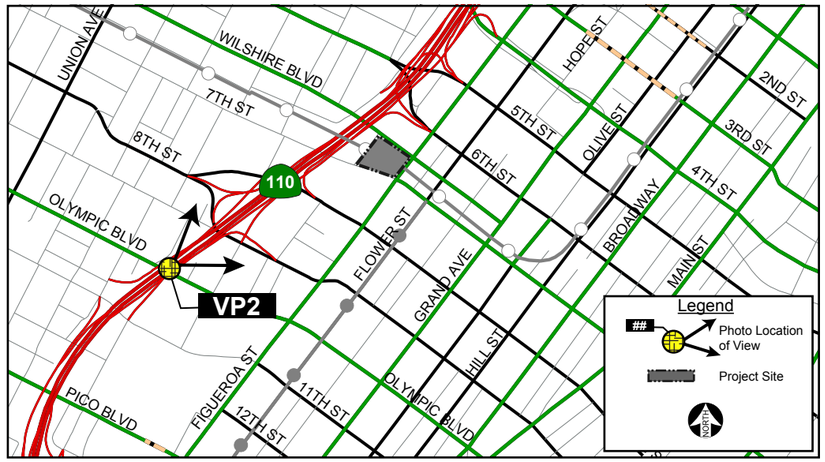


Photo Location View Map

Source: AC Martin and Christopher A. Joseph & Associates, 2009.

Vantage Point 3: View looking northeast toward the Project Site while traveling east on the Santa Monica Freeway.

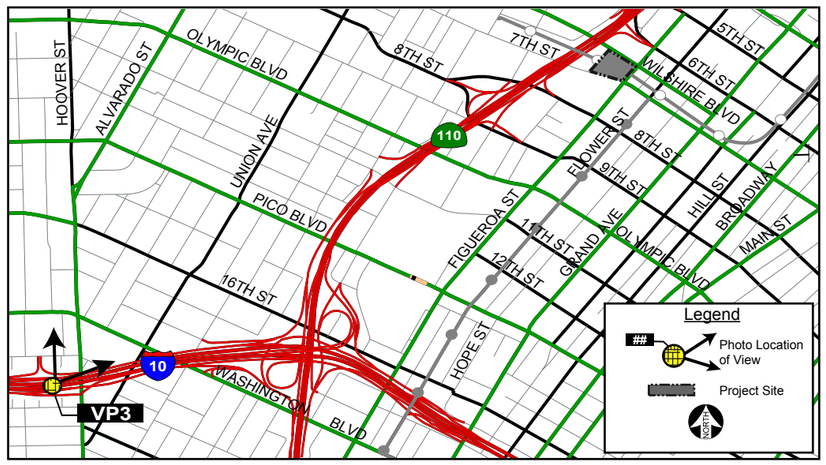


Photo Location View Map

Source: AC Martin and Christopher A. Joseph & Associates, 2009.

Vantage Point 4: View looking west down 1st Street toward the Downtown area.

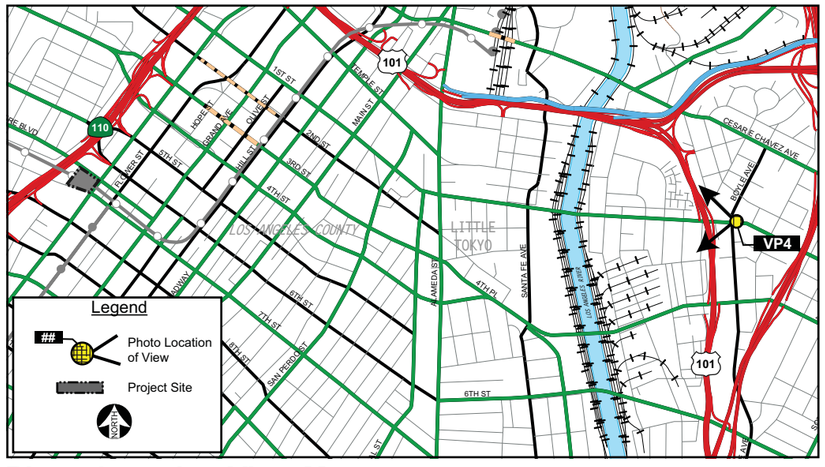


Photo Location View Map

Source: AC Martin and Christopher A. Joseph & Associates, 2009.

Vantage Point 5: View looking south from Edward Roybal Learning Center toward the Downtown area.

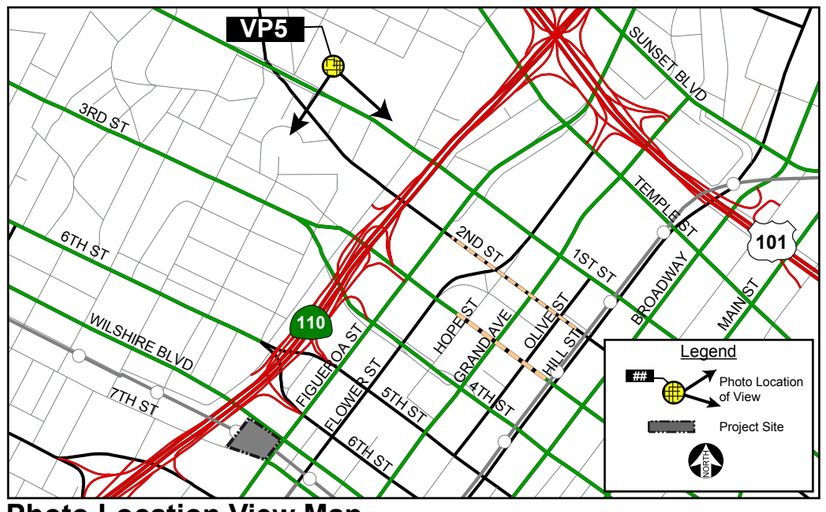
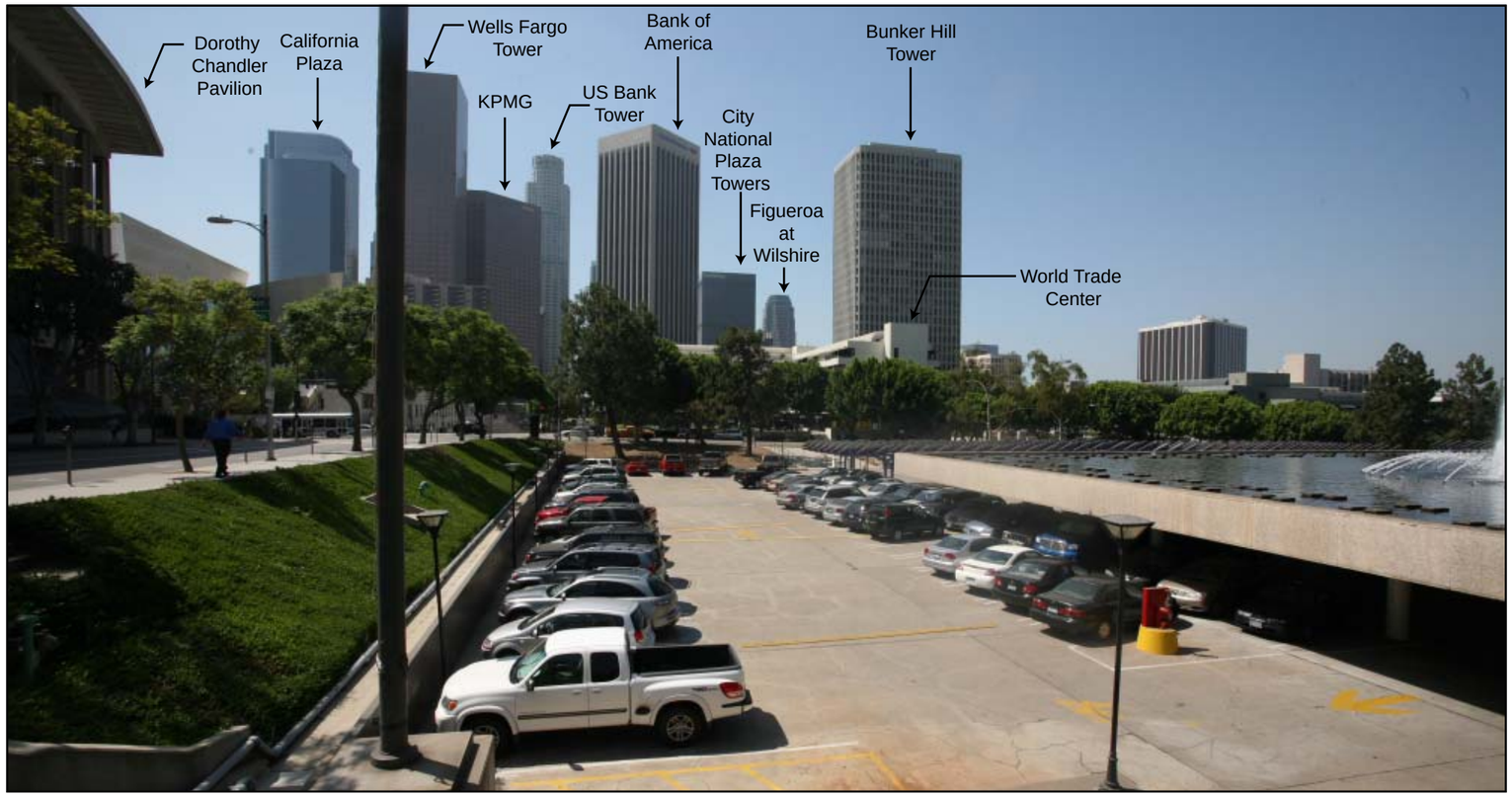


Photo Location View Map

Source: AC Martin and Christopher A. Joseph & Associates, 2009.



Vantage Point 6: View looking southeast from the Los Angeles City Finance Office toward the Downtown area.

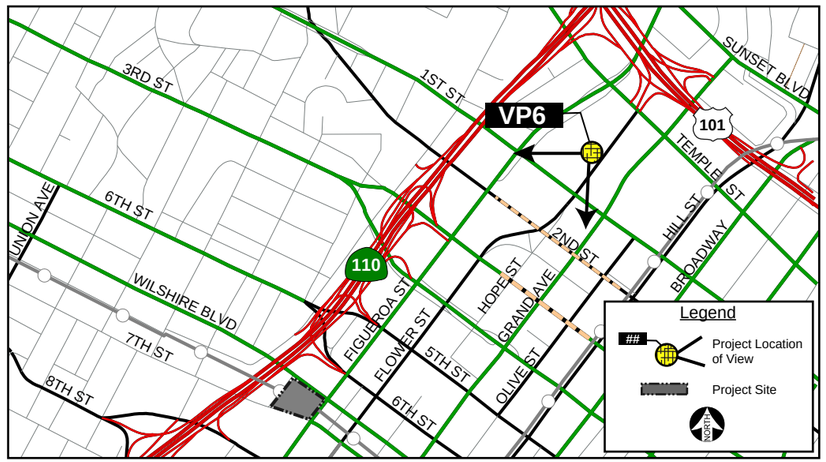


Photo Location View Map

Source: AC Martin and Christopher A. Joseph & Associates, 2009.

Vantage Point 7: View looking northwest across Pershing Square toward the Project Site.

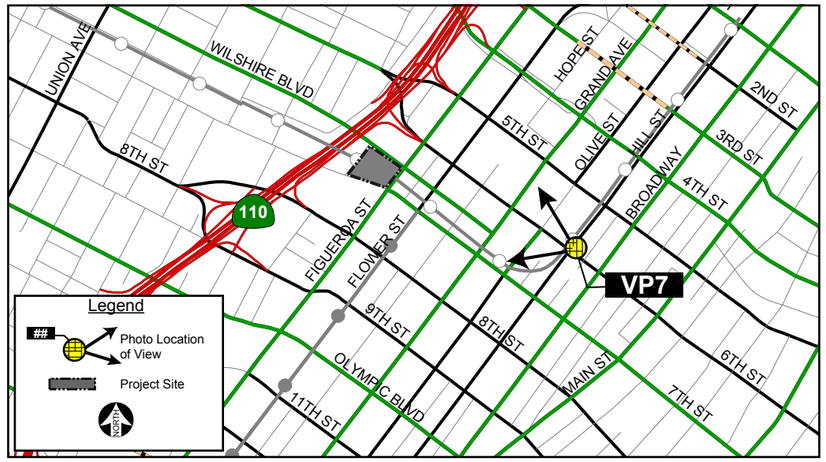
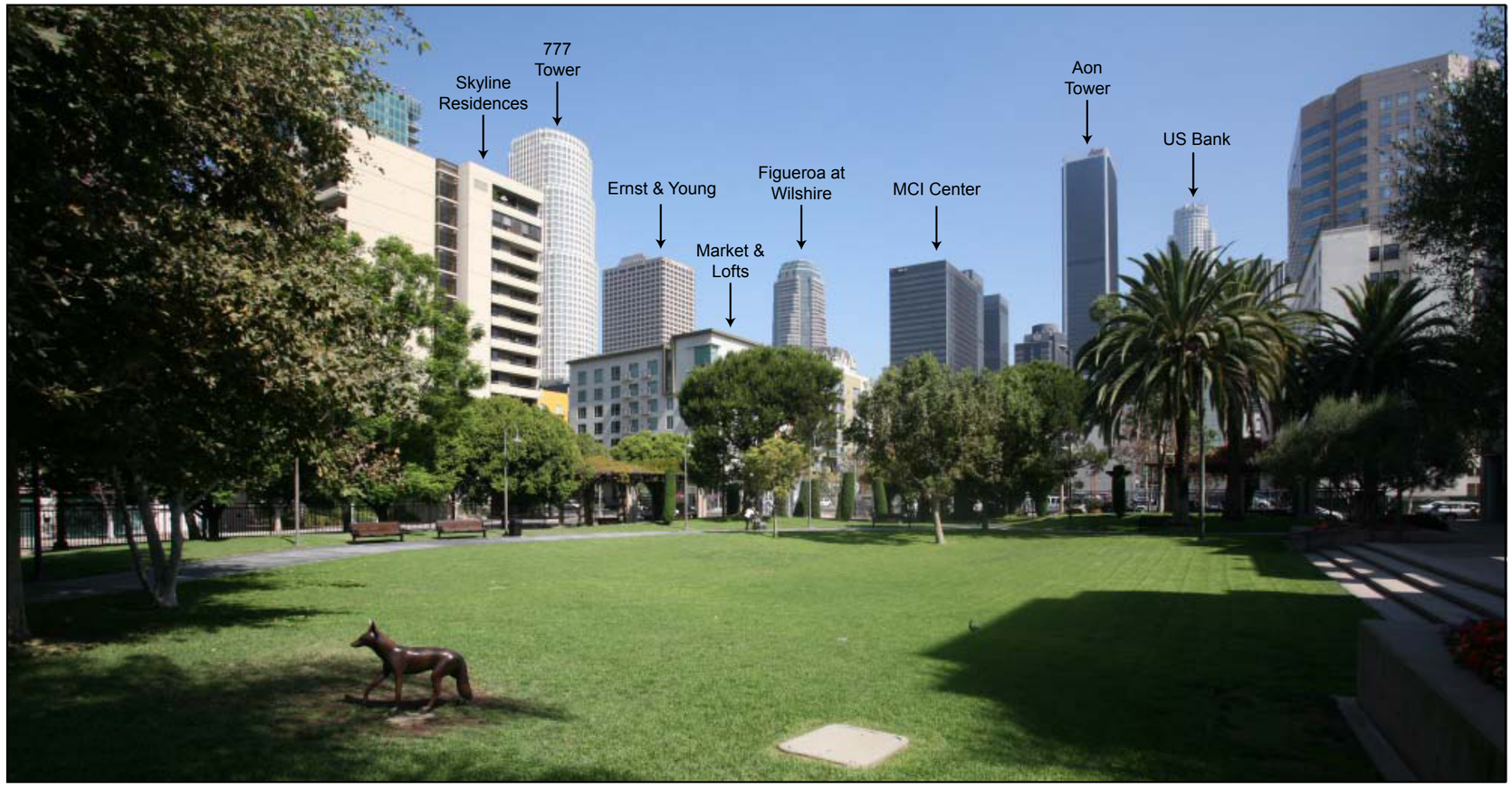


Photo Location View Map

Source: AC Martin and Christopher A. Joseph & Associates, 2009.



Vantage Point 8: View looking north across Grand Hope Park toward the Project Site.

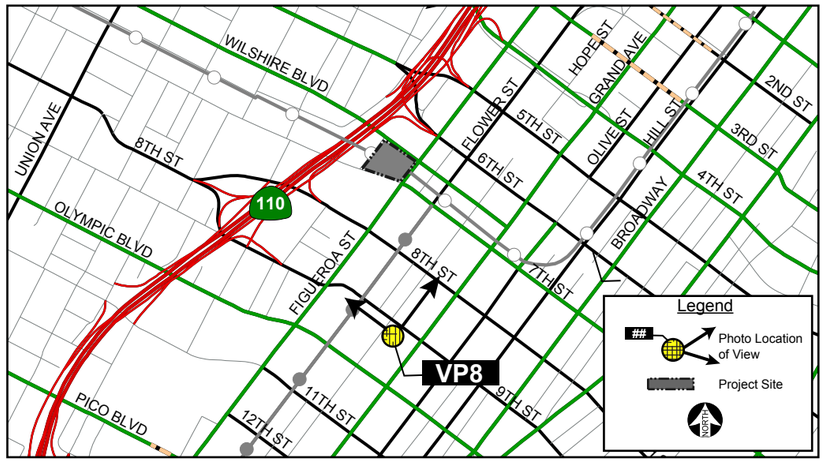


Photo Location View Map

Source: AC Martin and Christopher A. Joseph & Associates, 2009.

Legend

DISTRICT A

DISTRICT B

WILSHIRE BOULEVARD

FRANCISCO STREET

FIGUEROA STREET

7TH STREET

PROPERTY LINE

DROP-OFF AREA

45'-0"

15'-0"

BUILDING A

BUILDING B

PODIUM

PLAZA

30'-0"

50'-0"

3'-0"

40'-0"

NORTH

0 25 50 75 100

Scale (Feet)

Source: AC Martin Partners, Inc., September 2009.

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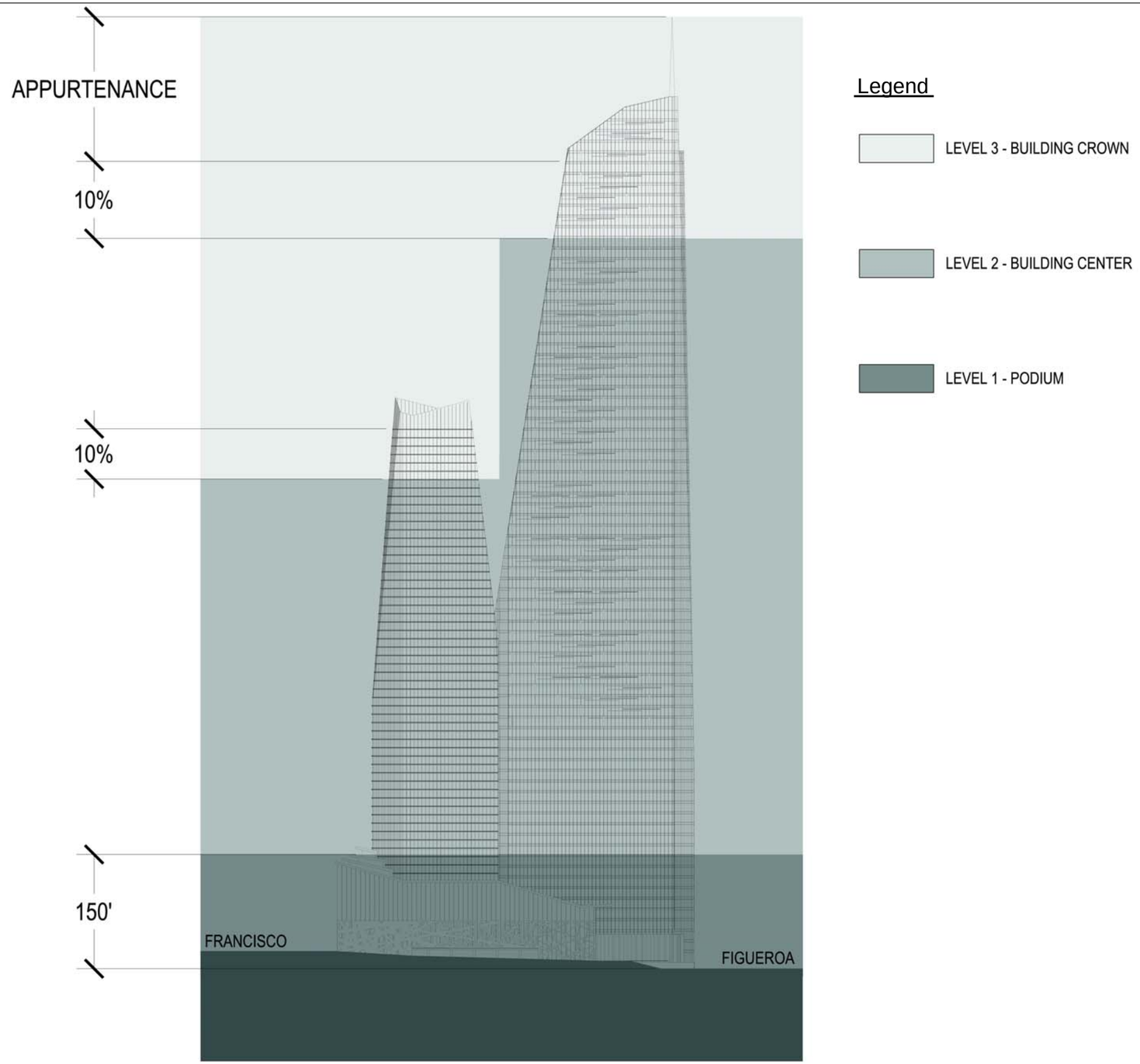
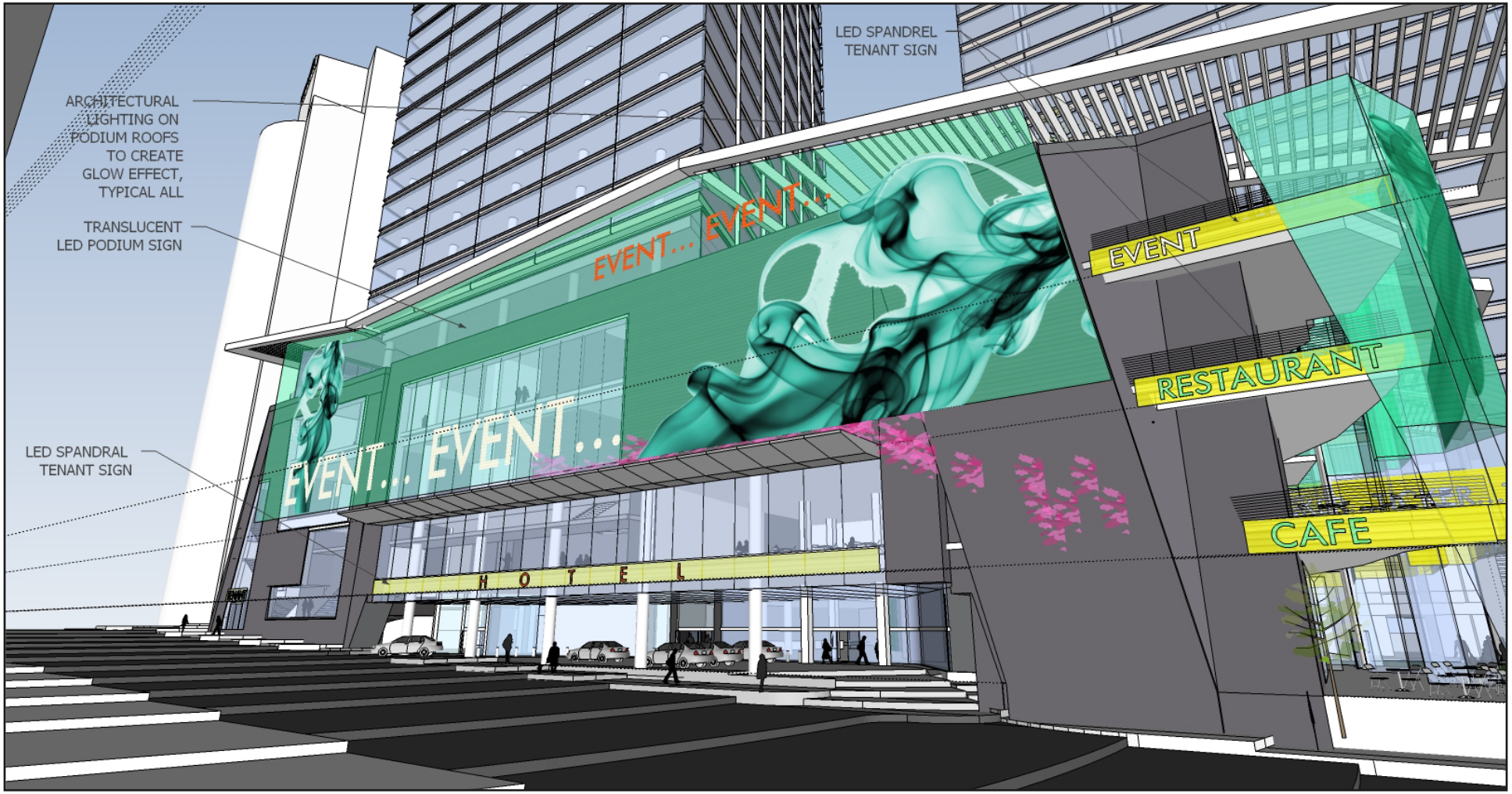
Figure IV.D-16
Wilshire Grand SUD Sign Districts



Source: AC Martin Partners, Inc., September 2009.



Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: Source: AC Martin Partners and Rios Clementi Hale, January 2010.

CHRISTOPHER A. JOSEPH & ASSOCIATES
Environmental Planning and Research

Figure IV.D-18
Sign Levels 1 and 2 Signage Rendering
View North on 7th Street

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: Source: AC Martin Partners and Rios Clementi Hale, January 2010.

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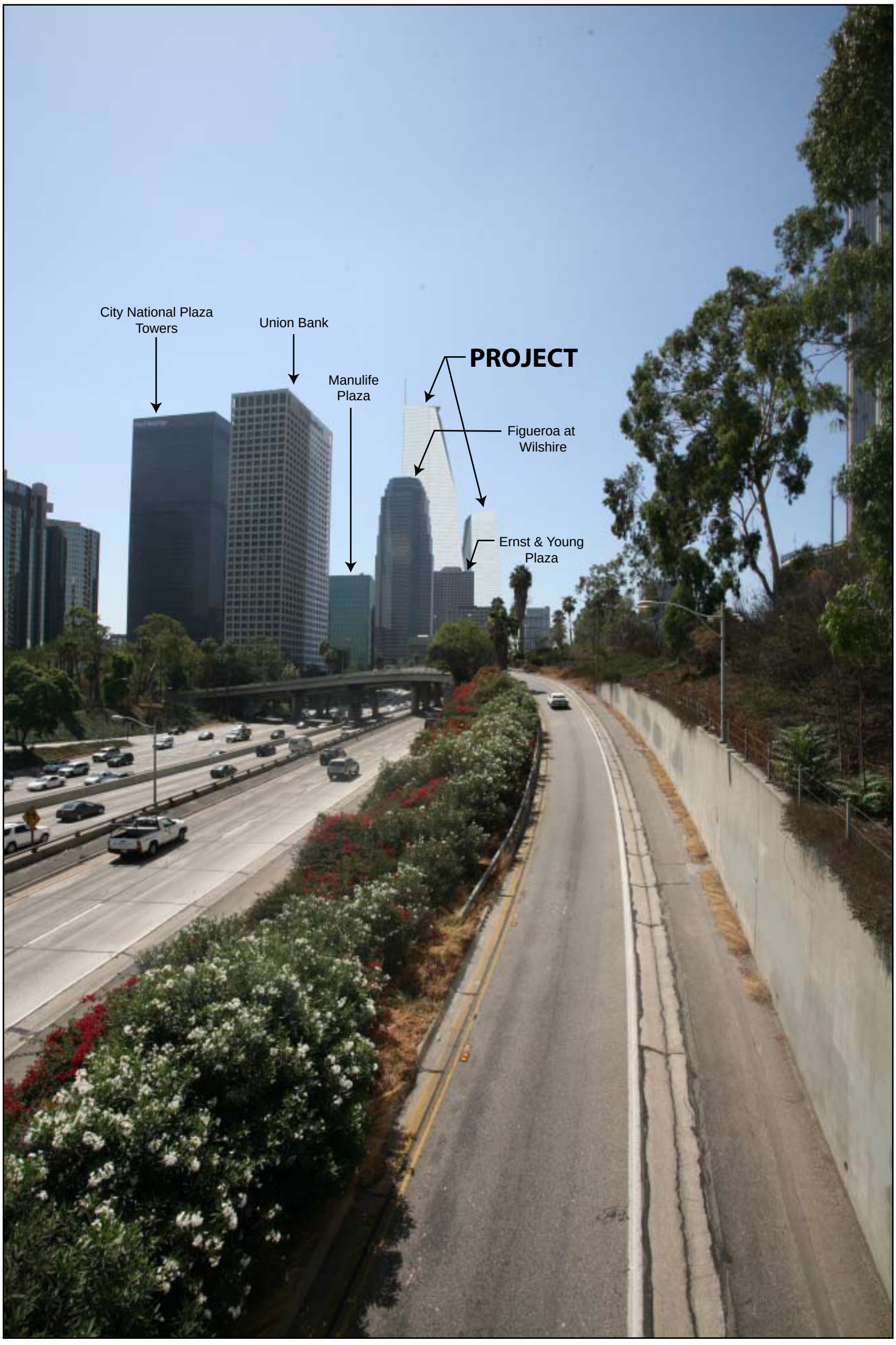
Figure IV.D-19
Sign Levels 1 and 2 Signage Rendering
View East on Figueroa Street



Vantage Point 1: View looking south toward the Project Site while traveling south on the Harbor Freeway.

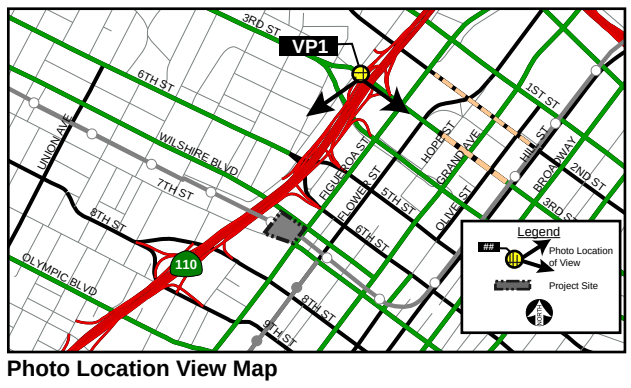


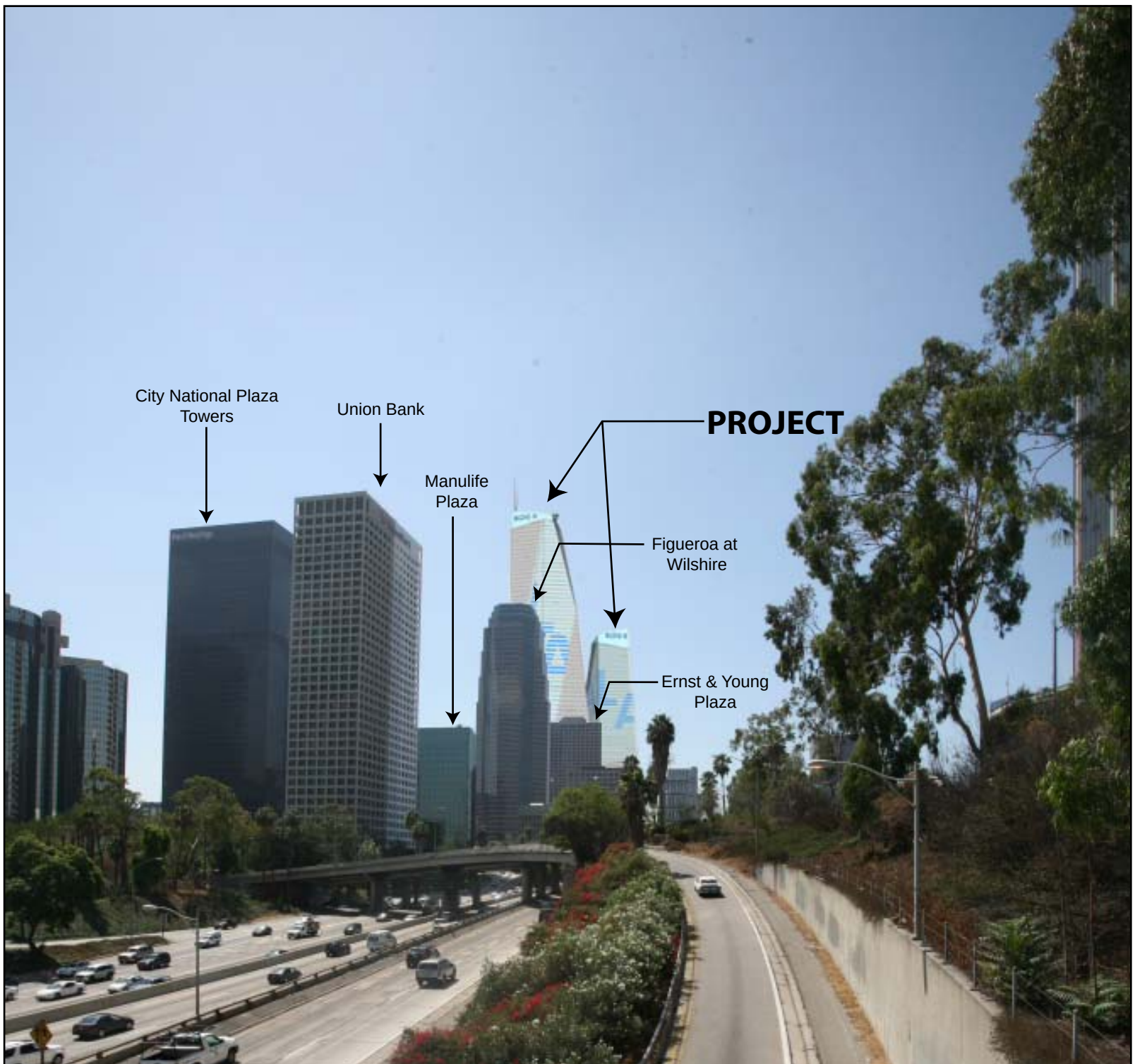
Photo Location View Map

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, September 2008.

CHRISTOPHER A. JOSEPH & ASSOCIATES
Environmental Planning and Research

Figure IV.D-20
Harbor Freeway: Southbound
Vantage Point 1-Daytime



Vantage Point 1: View looking south toward the Project Site while traveling south on the Harbor Freeway with proposed signage program.

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, September 2008.

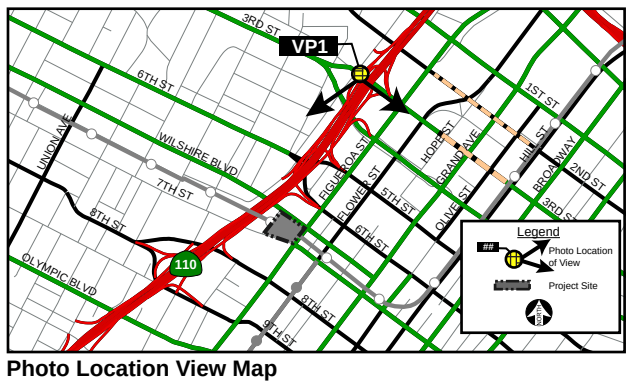
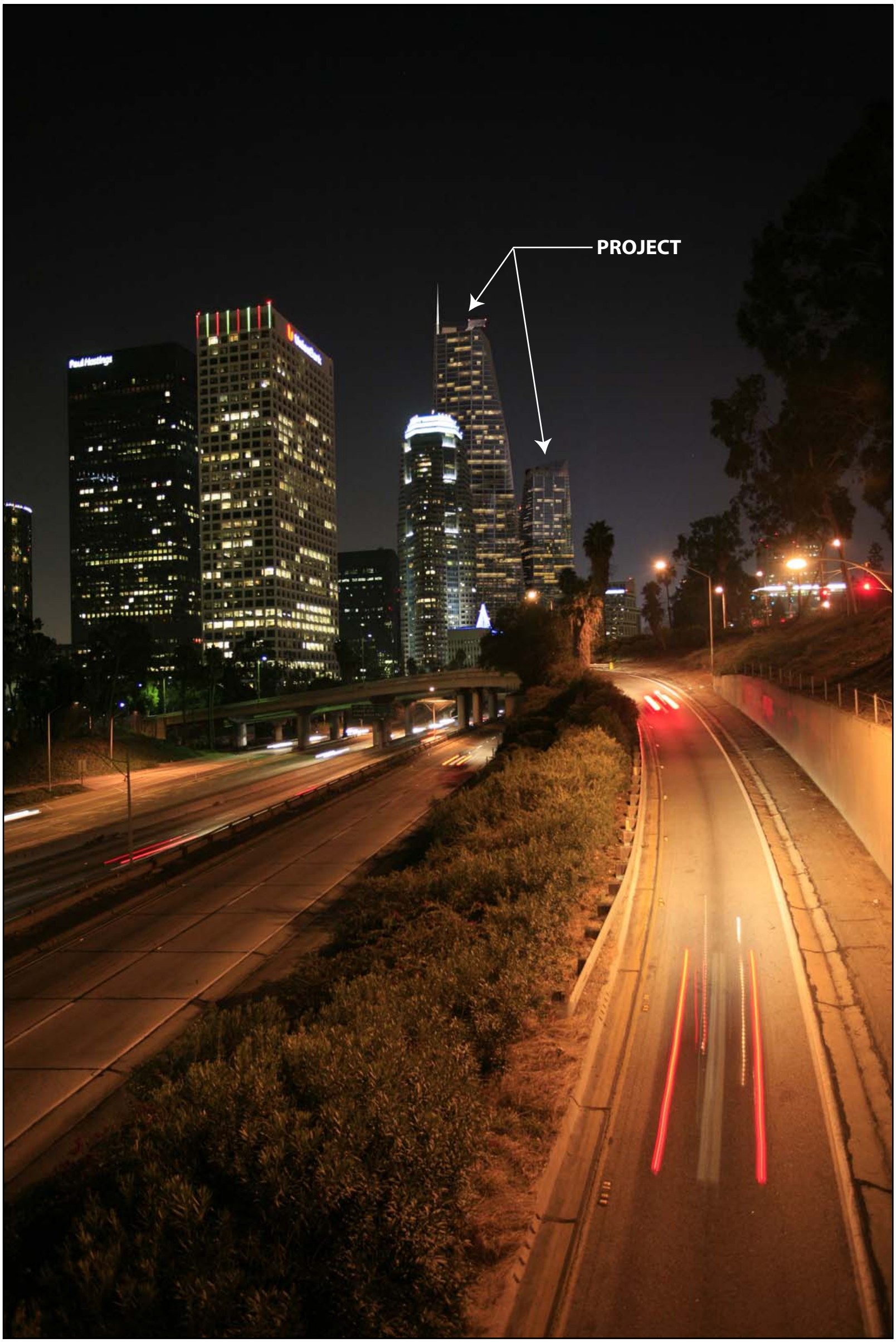


Photo Location View Map

CHRISTOPHER A. JOSEPH & ASSOCIATES
Environmental Planning and Research

Figure IV.D-21
Harbor Freeway: Southbound
Vantage Point 1-Daytime with Proposed SUD



Vantage Point 1: View looking south toward the Project Site while traveling south on the Harbor Freeway.

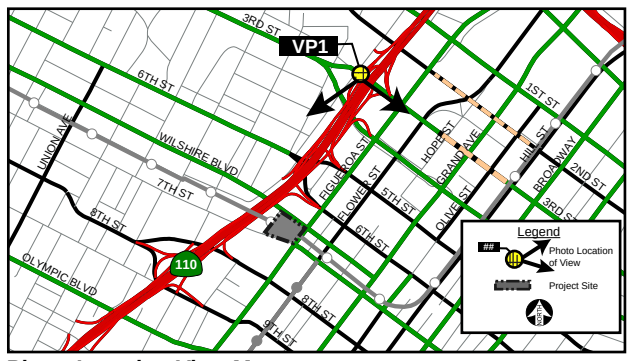


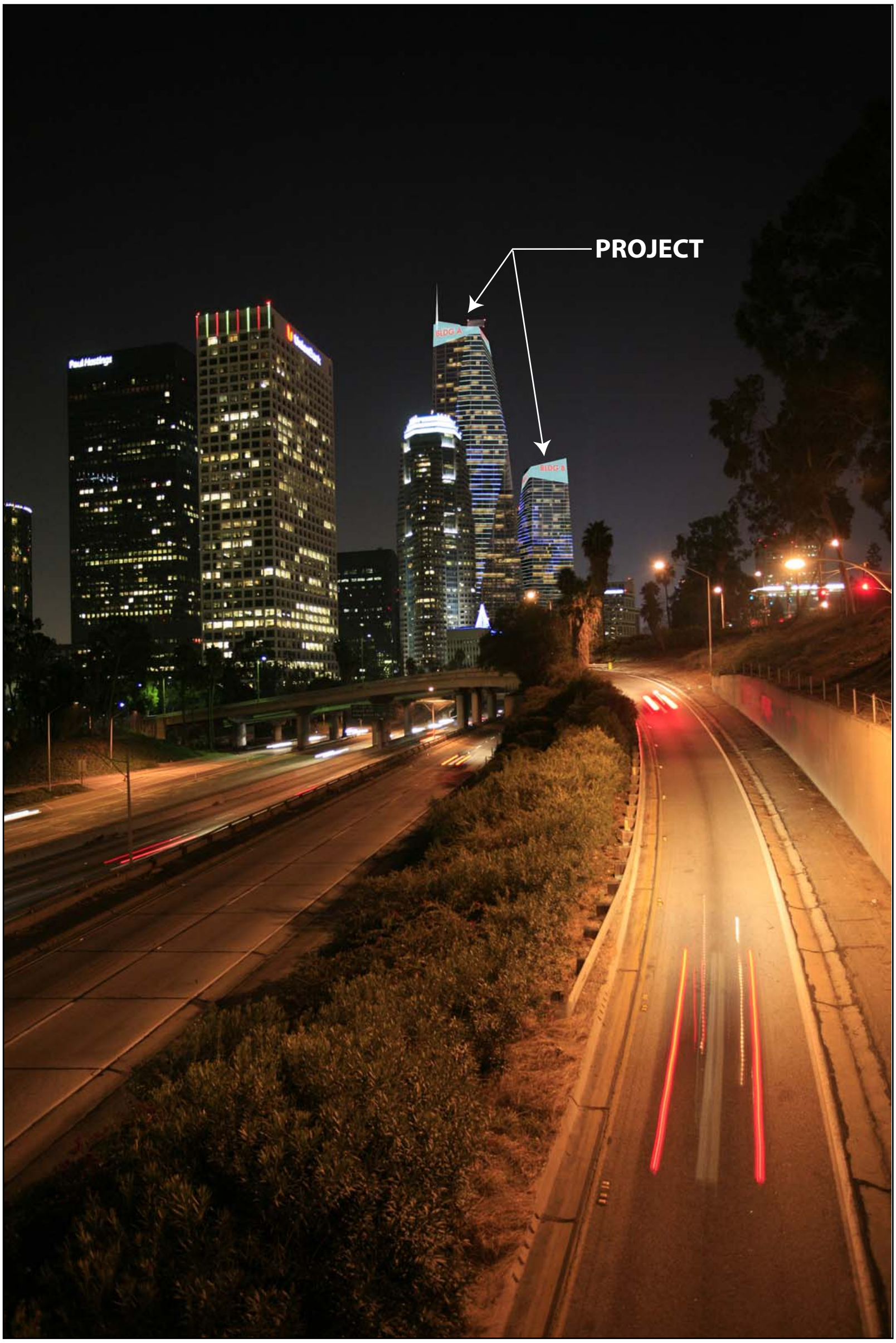
Photo Location View Map

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, September 2008.

CHRISTOPHER A. JOSEPH & ASSOCIATES
Environmental Planning and Research

Figure IV.D-22
Harbor Freeway: Southbound
Vantage Point 1-Nighttime



Vantage Point 1: View looking south toward the Project Site while traveling south on the Harbor Freeway with proposed signage program.

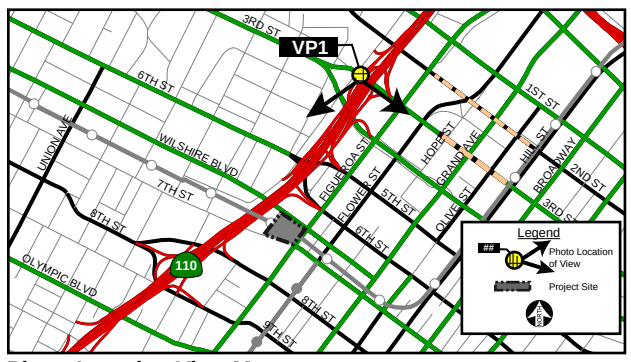


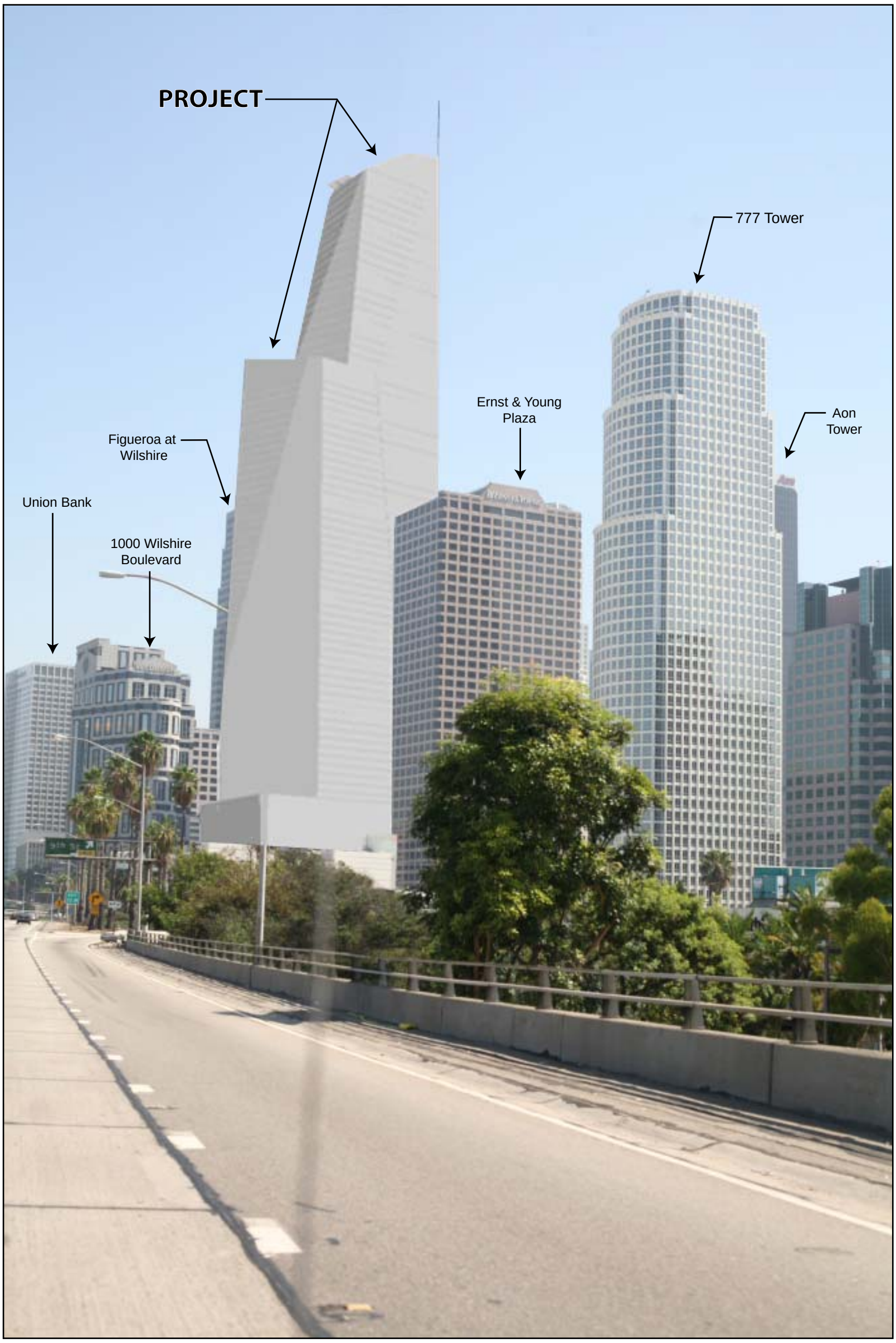
Photo Location View Map

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, September 2008.

CHRISTOPHER A. JOSEPH & ASSOCIATES
Environmental Planning and Research

Figure IV.D-23
Harbor Freeway: Southbound
Vantage Point 1-Nighttime with Proposed SUD



Vantage Point 2: View looking north toward the Project Site while traveling north on the Harbor Freeway.

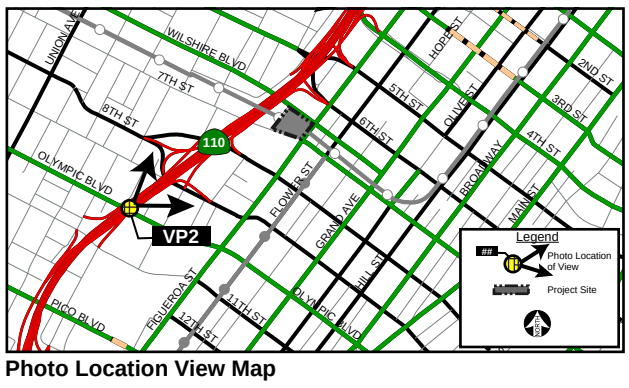


Photo Location View Map

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, September 2008.

CHRISTOPHER A. JOSEPH & ASSOCIATES
Environmental Planning and Research

Figure IV.D-24
Harbor Freeway: Southbound
Vantage Point 2-Daytime

Vantage Point 2: View looking north toward the Project Site while traveling north on the Harbor Freeway with proposed signage program.

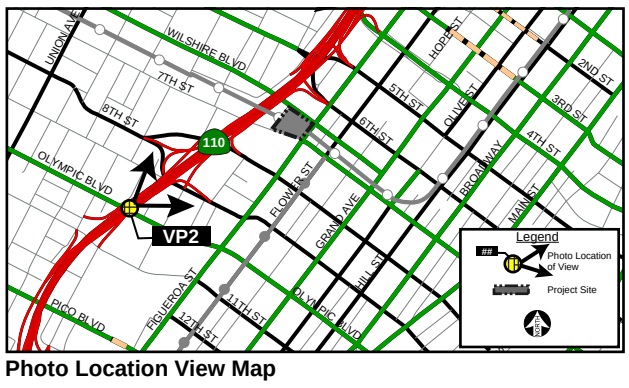


Photo Location View Map

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, September 2008.

CHRISTOPHER A. JOSEPH & ASSOCIATES
Environmental Planning and Research

Figure IV.D-25
Harbor Freeway: Southbound
Vantage Point 2-Daytime with Proposed SUD

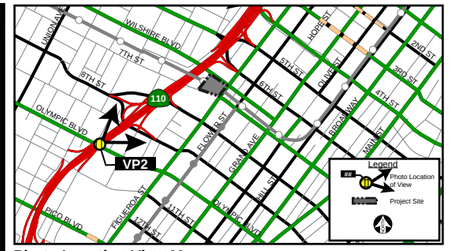


Photo Location View Map

NORTH

Vantage Point 2: View looking north toward the Project Site while traveling north on the Harbor Freeway.

Source: AC Martin Partners and Rios Clementi Hale, May 2010.

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

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Environmental Planning and Research

Figure IV.D-26
Harbor Freeway: Southbound
Vantage Point 2-Nighttime

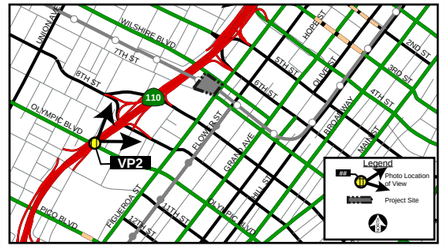


Photo Location View Map

NORTH

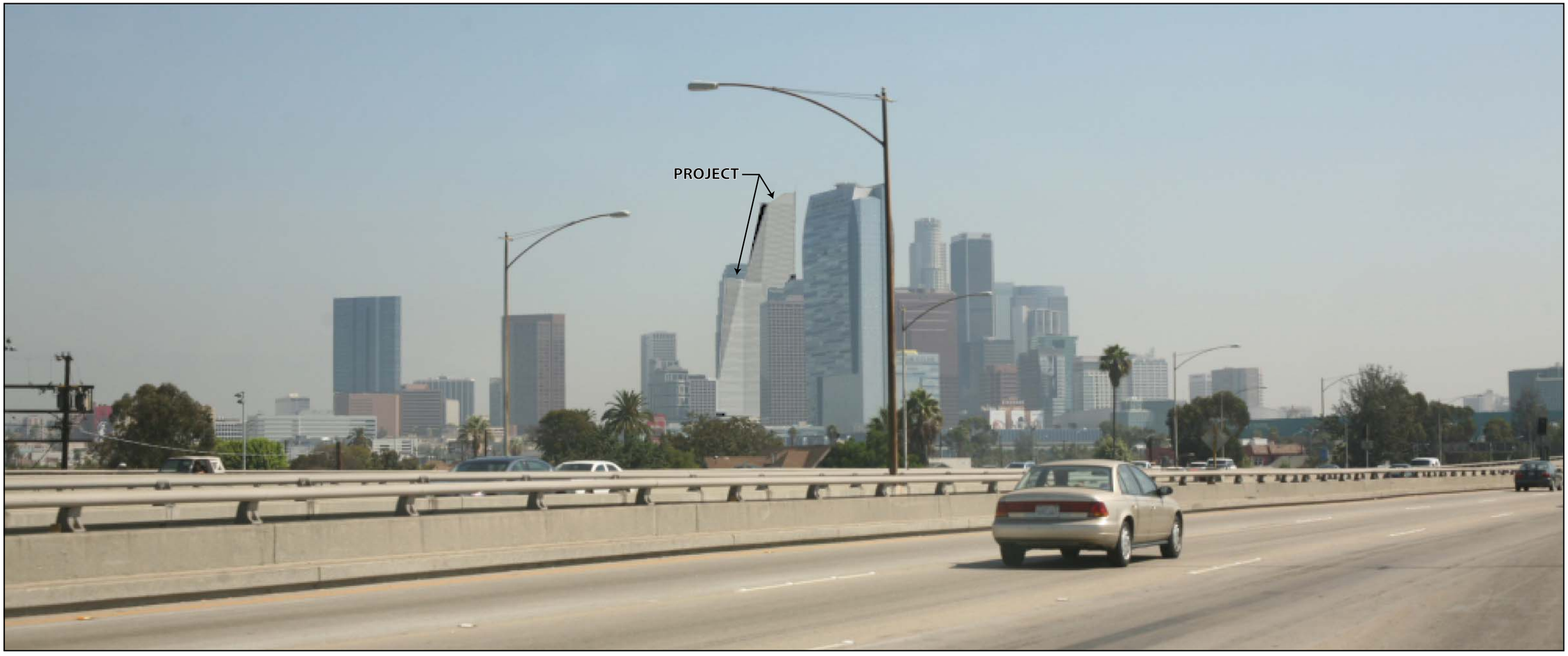
Vantage Point 2: View looking north toward the Project Site while traveling north on the Harbor Freeway with proposed signage program.

Source: AC Martin Partners and Rios Clementi Hale, 2010.

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

CHRISTOPHER A. JOSEPH & ASSOCIATES
Environmental Planning and Research

Figure IV.D-27
Harbor Freeway: Southbound
Vantage Point 2-Nighttime with Proposed SUD



Vantage Point 3: View looking northeast toward the Project Site while traveling east on the Santa Monica Freeway.

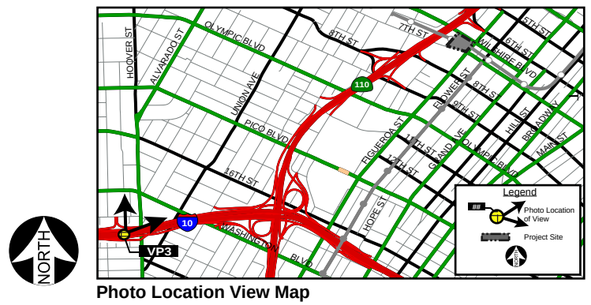


Photo Location View Map

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: ACAC Martin Partners and Rios Clementi Hale, 2009.

CHRISTOPHER A. JOSEPH & ASSOCIATES
Environmental Planning and Research

Figure IV.D-28
Santa Monica Freeway
Vantage Point 3-Daytime

Vantage Point 3: View looking northeast toward the Project Site while traveling east on the Santa Monica Freeway with proposed signage program.

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, 2009.

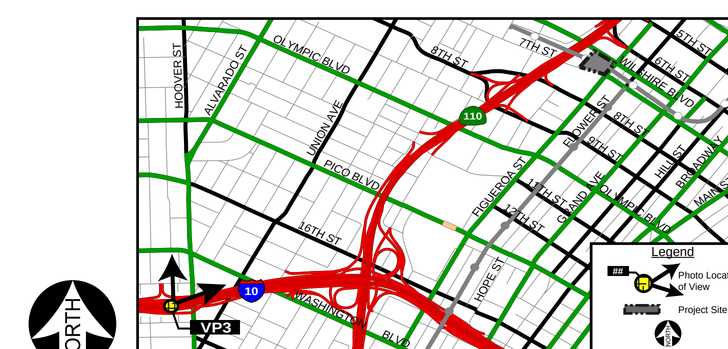


Photo Location View Map

CHRISTOPHER A. JOSEPH & ASSOCIATES
Environmental Planning and Research

Figure IV.D-29
Santa Monica Freeway
Vantage Point 3-Daytime with Proposed SUD

Vantage Point 4: View looking west down 1st Street toward the Downtown area.

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, 2009.

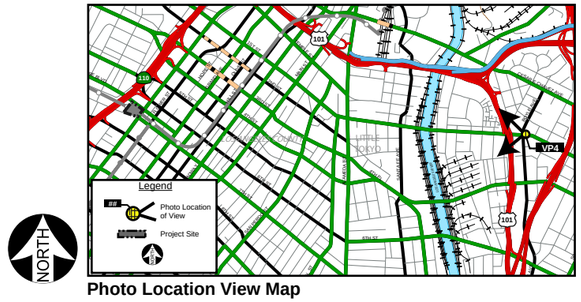


Photo Location View Map

CHRISTOPHER A. JOSEPH & ASSOCIATES
Environmental Planning and Research

Figure IV.D-30
1st Street
Vantage Point 4-Daytime

Vantage Point 4: View looking west down 1st Street toward the Downtown area with proposed signage program.

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, 2009.

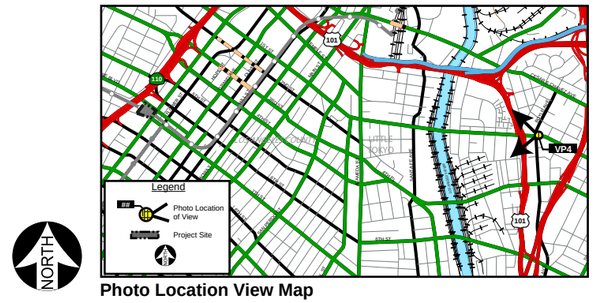


Photo Location View Map

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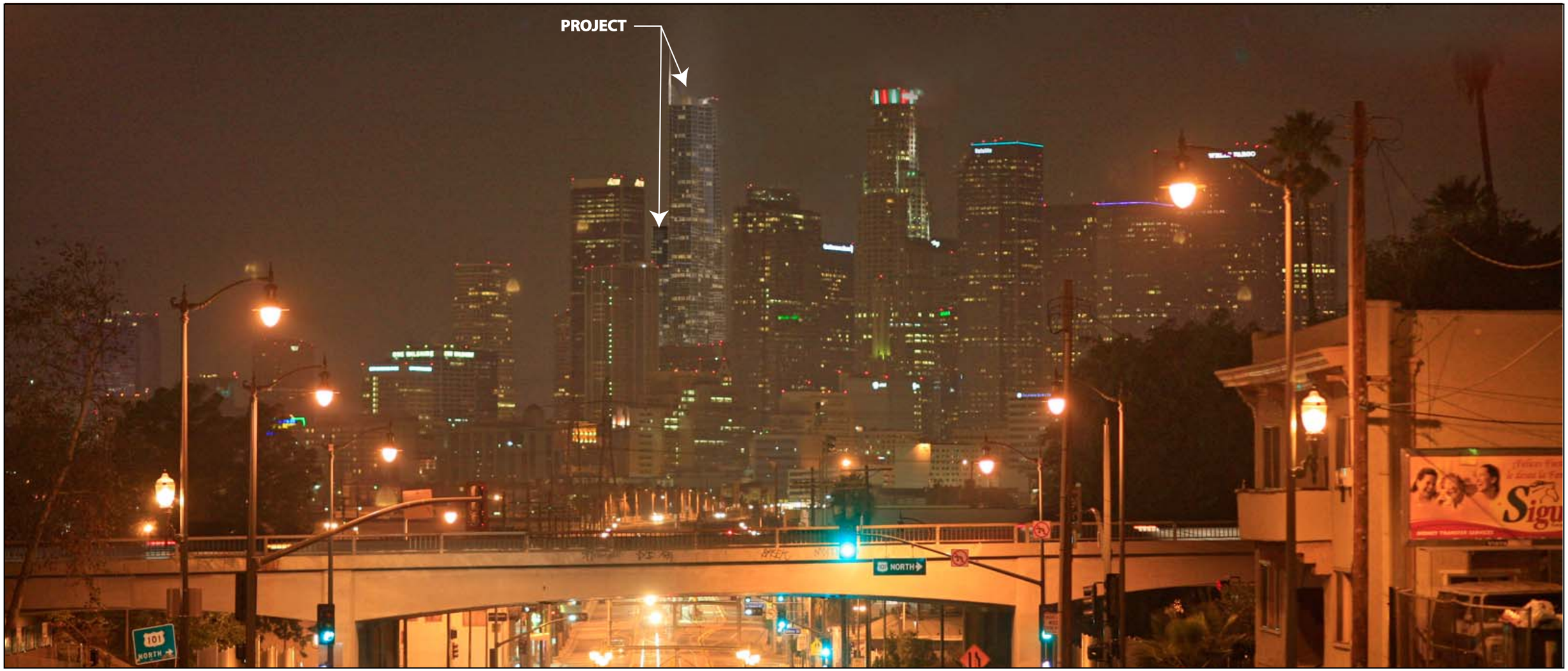
Figure IV.D-31
1st Street
Vantage Point 4-Daytime with Proposed SUD



Vantage Point 4: View looking west down 1st Street toward the Downtown area.

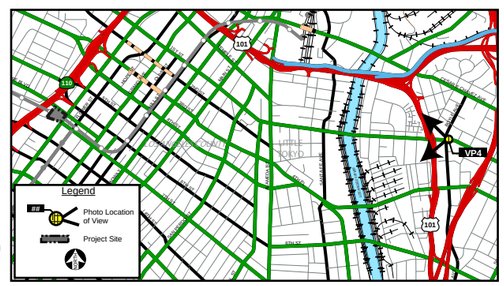


Photo Location View Map

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, 2009.

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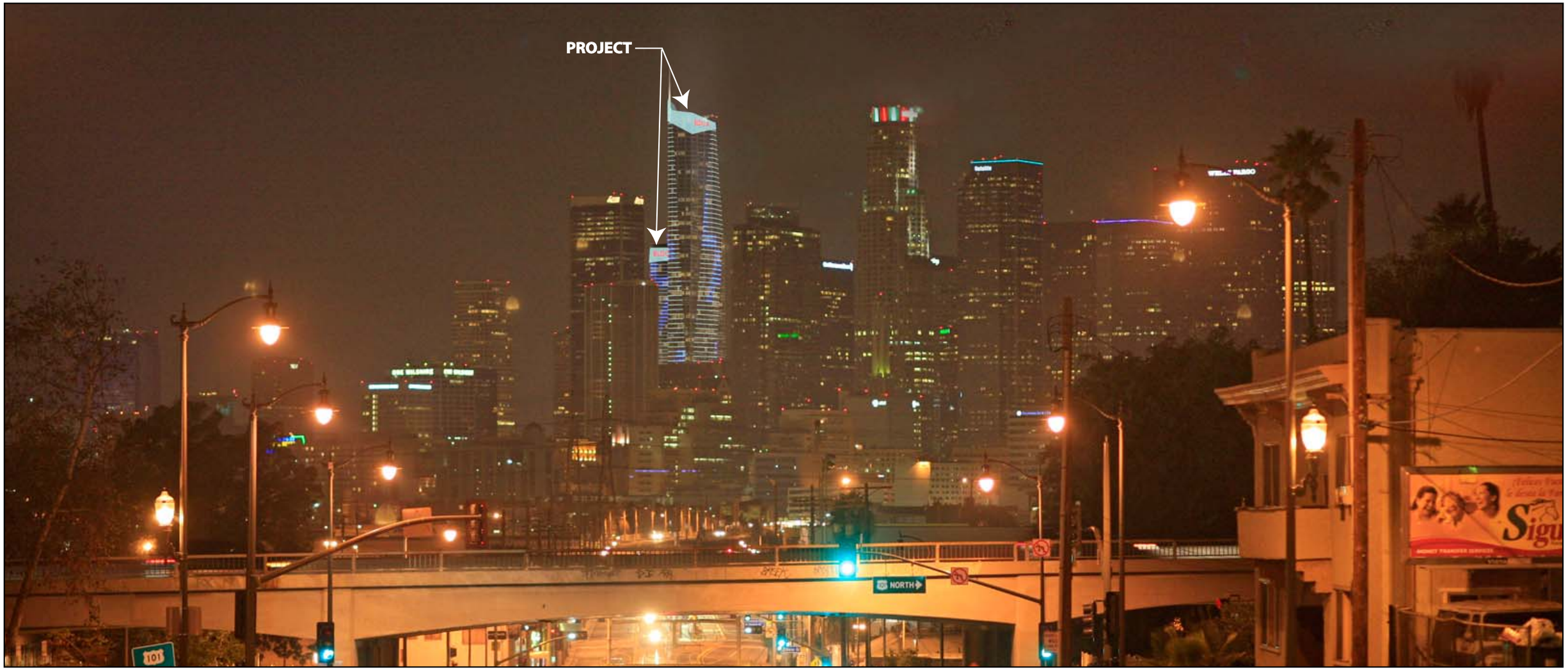
Figure IV.D-32
1st Street
Vantage Point 4-Nighttime



Vantage Point 4: View looking west down 1st Street toward the Downtown area with proposed signage program.

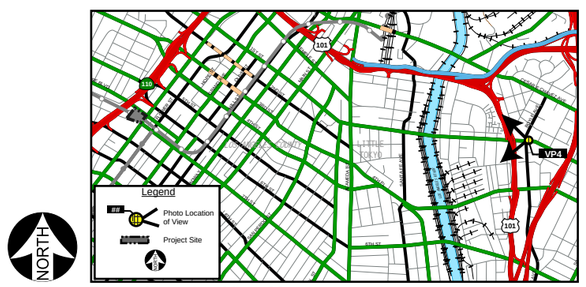


Photo Location View Map

Source: AC Martin and Christopher A. Joseph & Associates, 2009.

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Figure IV.D-33
1st Street
Vantage Point 4-Nighttime with Proposed SUD

Vantage Point 5: View looking south from Edward Roybal Learning Center toward the Downtown area.

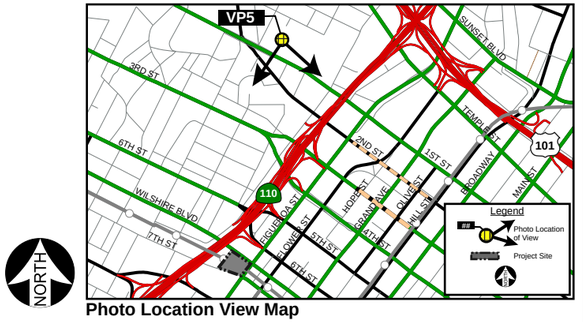

Photo Location View Map

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, 2009.

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Figure IV.D-34
Edward R. Roybal Learning Center
Vantage Point 5-Daytime

Vantage Point 5: View looking south from Edward Roybal Learning Center toward the Downtown area with proposed signage program.

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, 2009.

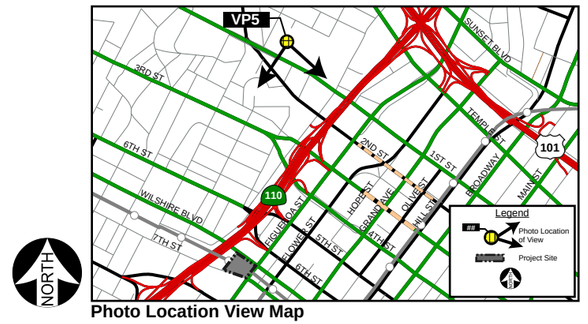

Photo Location View Map

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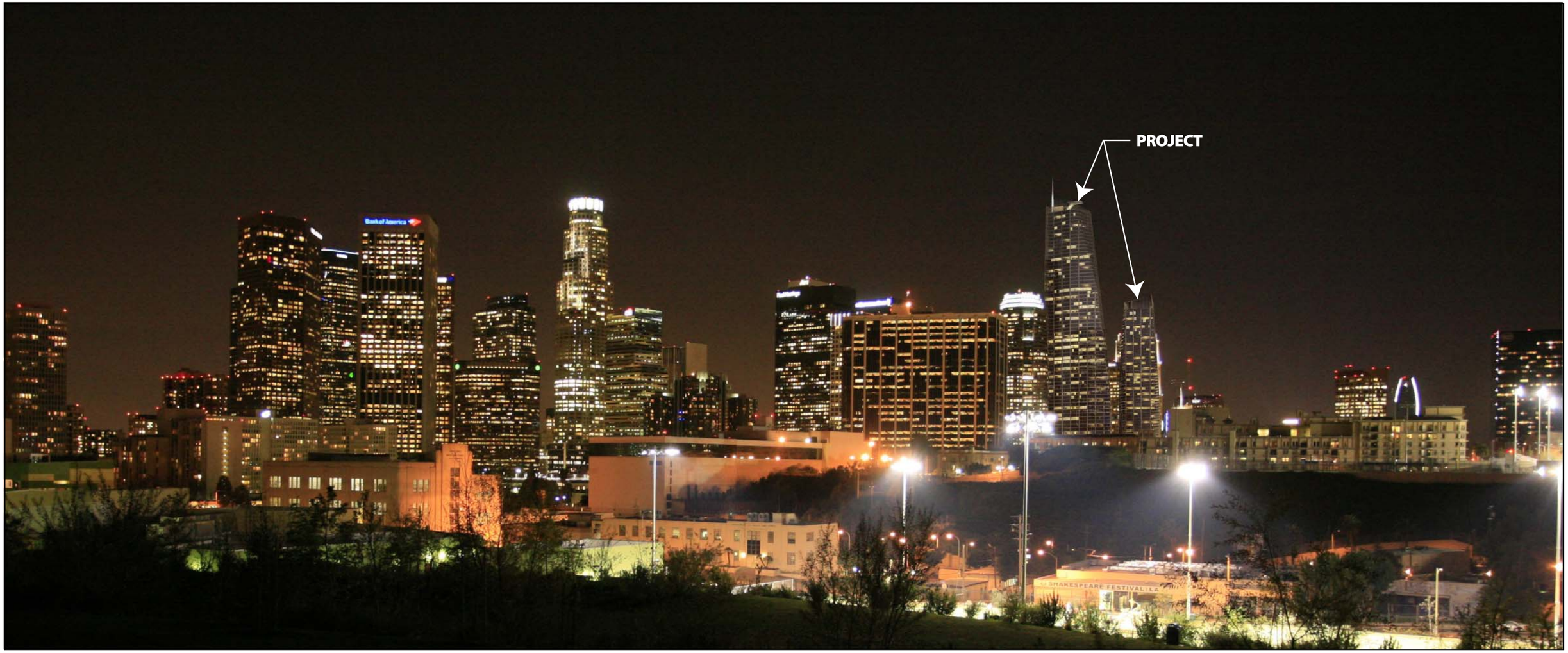
Figure IV.D-35
Edward R. Roybal Learning Center
Vantage Point 5-Daytime with Proposed SUD



Vantage Point 5: View looking south from Edward Roybal Learning Center toward the Downtown area.

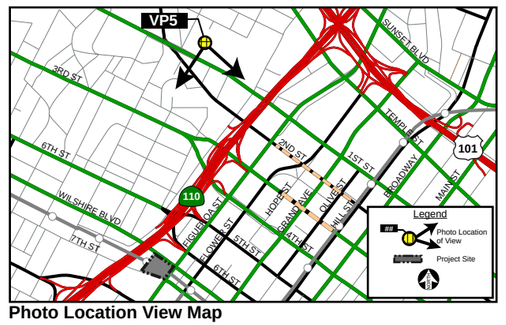


Photo Location View Map

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, 2009.

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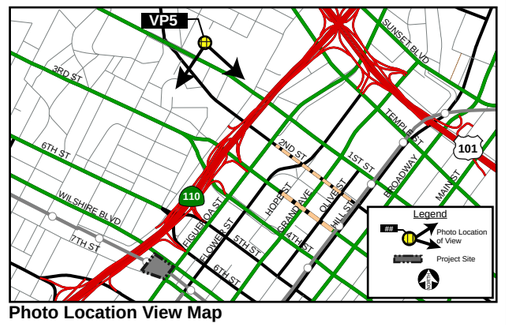
Figure IV.D-36
Edward R. Roybal Learning Center
Vantage Point 5-Nighttime

Vantage Point 5: View looking south from Edward Roybal Learning Center toward the Downtown area with proposed signage program.



NORTH

Photo Location View Map

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, 2009.

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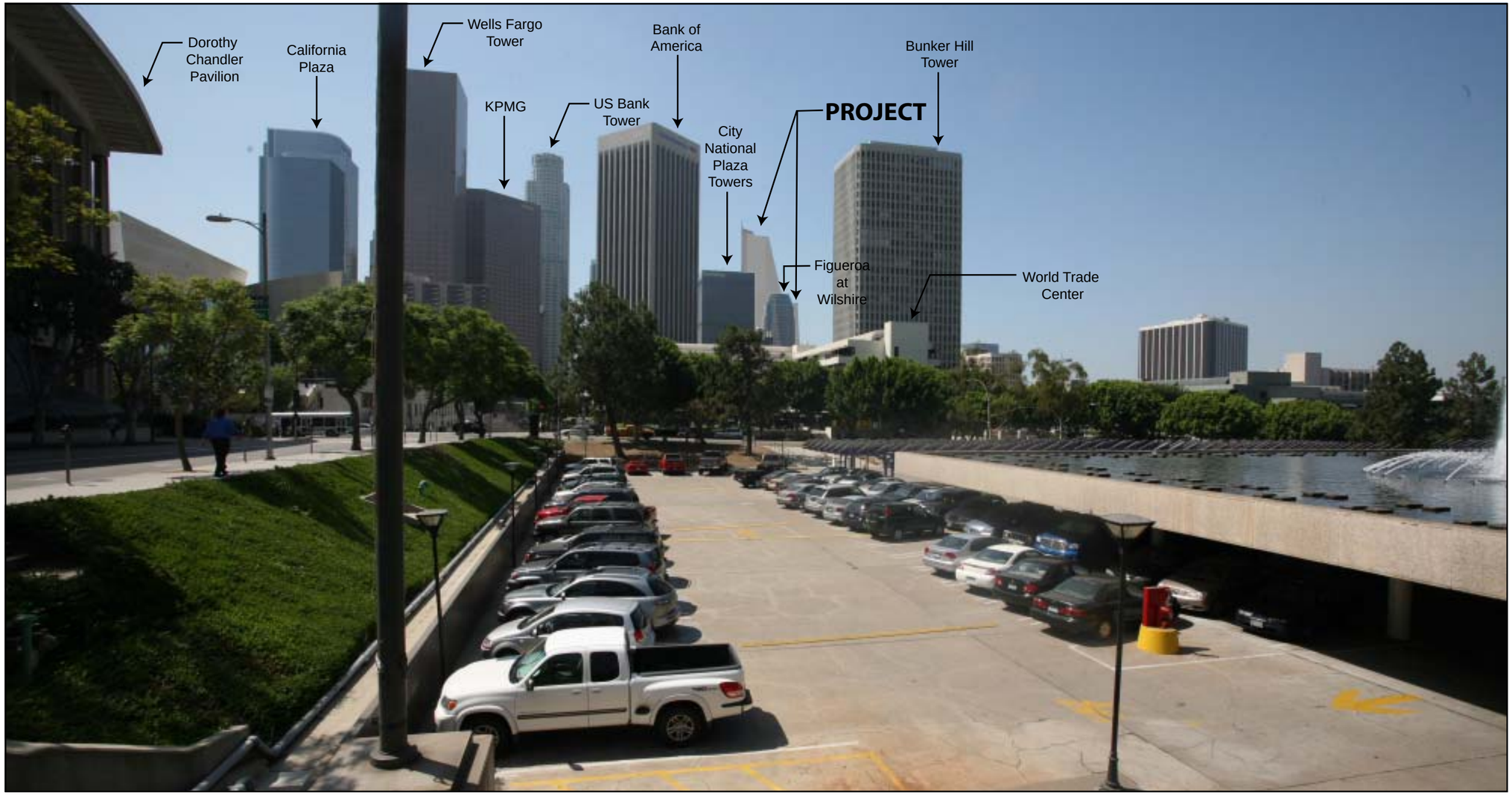
Figure IV.D-37
Edward R. Roybal Learning Center
Vantage Point 5-Nighttime with Proposed SUD



Vantage Point 6: View looking south from the Los Angeles City Finance Office toward the Downtown area.

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, 2009.

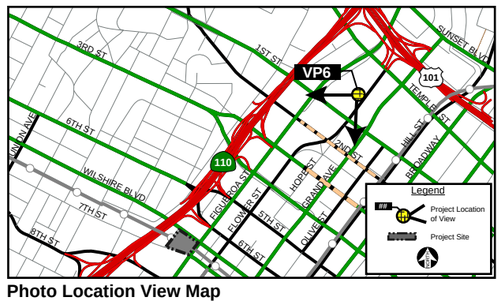


Photo Location View Map

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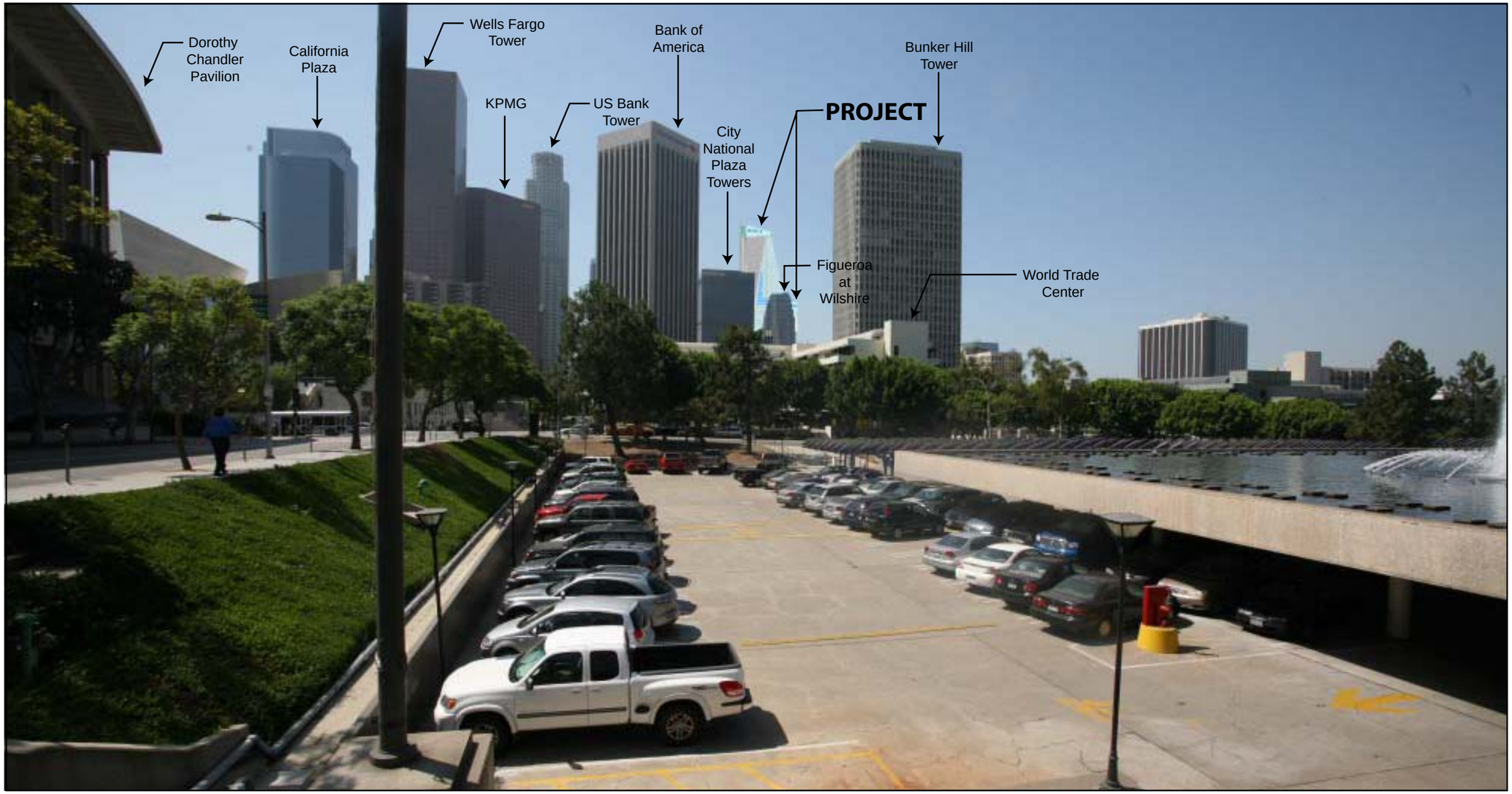
Environmental Planning and Research

Figure IV.D-38
Los Angeles City Finance Office
Vantage Point 6-Daytime



Vantage Point 6: View looking south from the Los Angeles City Finance Office toward the Downtown area with proposed signage program.

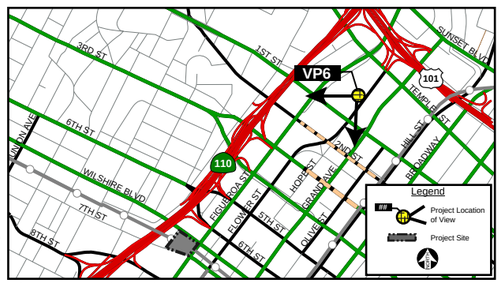


Photo Location View Map

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, 2009.

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Figure IV.D-39
Los Angeles City Finance Office
Vantage Point 6-Daytime with Proposed SUD

Vantage Point 7: View looking west across Pershing Square toward the Project Site.

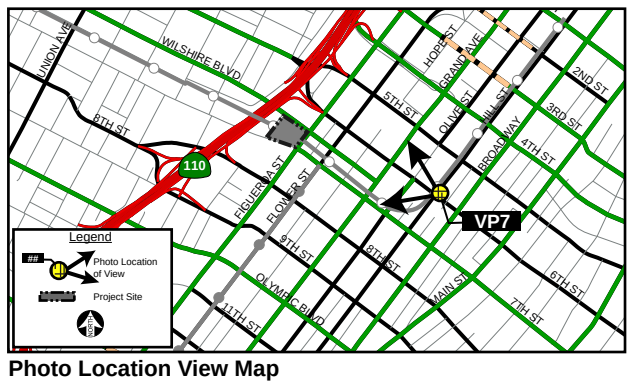

Photo Location View Map

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, September 2008.

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Figure IV.D-40
Pershing Square
Vantage Point 7-Daytime

Vantage Point 7: View looking west across Pershing Square toward the Project Site with proposed signage program.

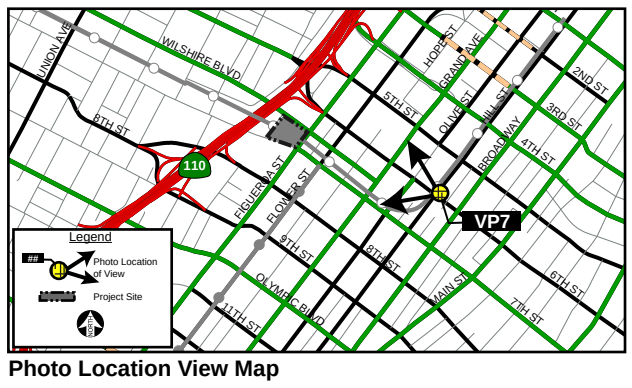

Photo Location View Map

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, September 2008.

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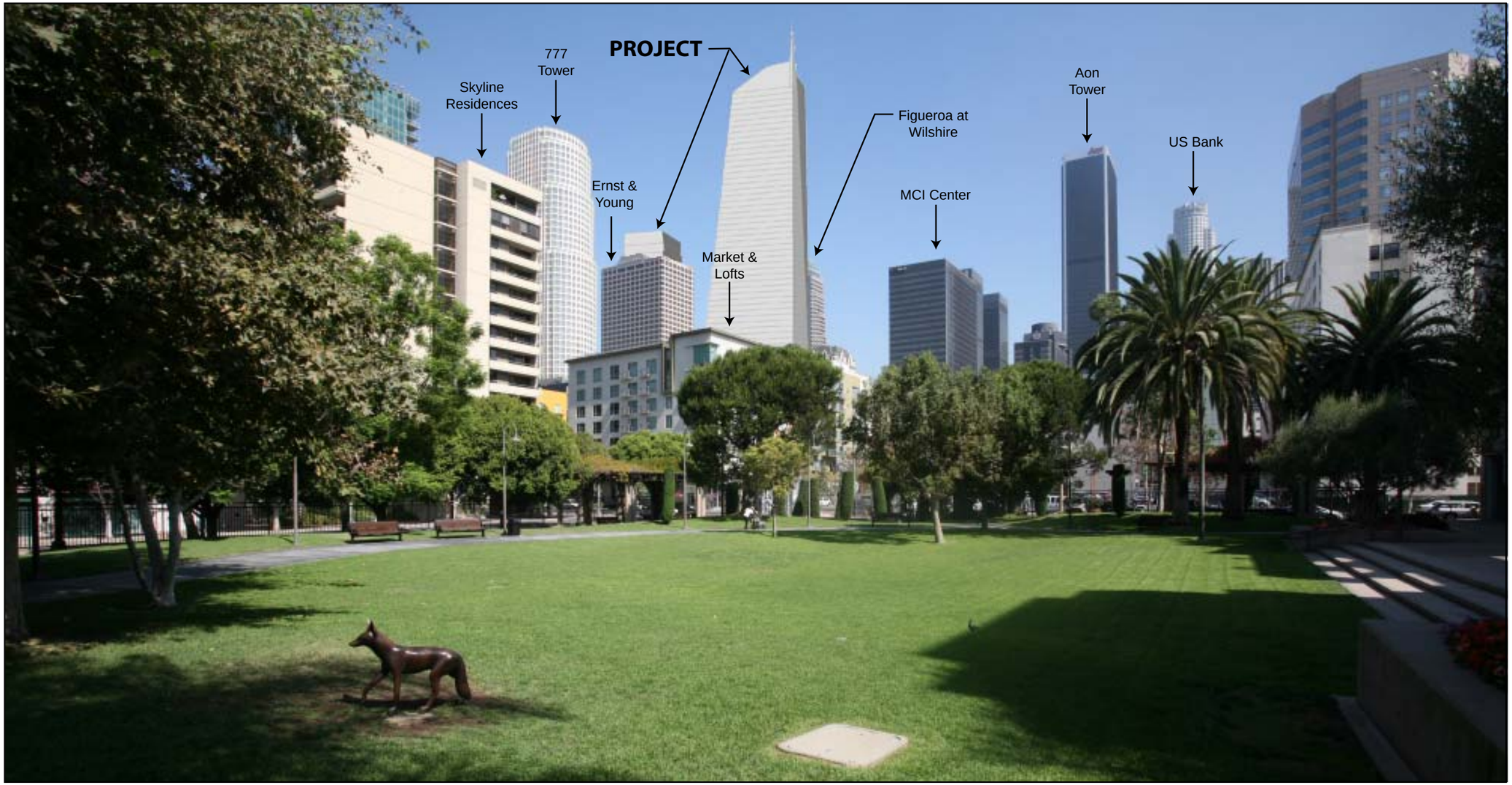
Figure IV.D-41
Pershing Square
Vantage Point 7-Daytime with Proposed SUD



Vantage Point 8: View looking north across Grand Hope Park toward the Project Site.

Photo Location View Map

Source: AC Martin and Christopher A. Joseph & Associates, 2009.

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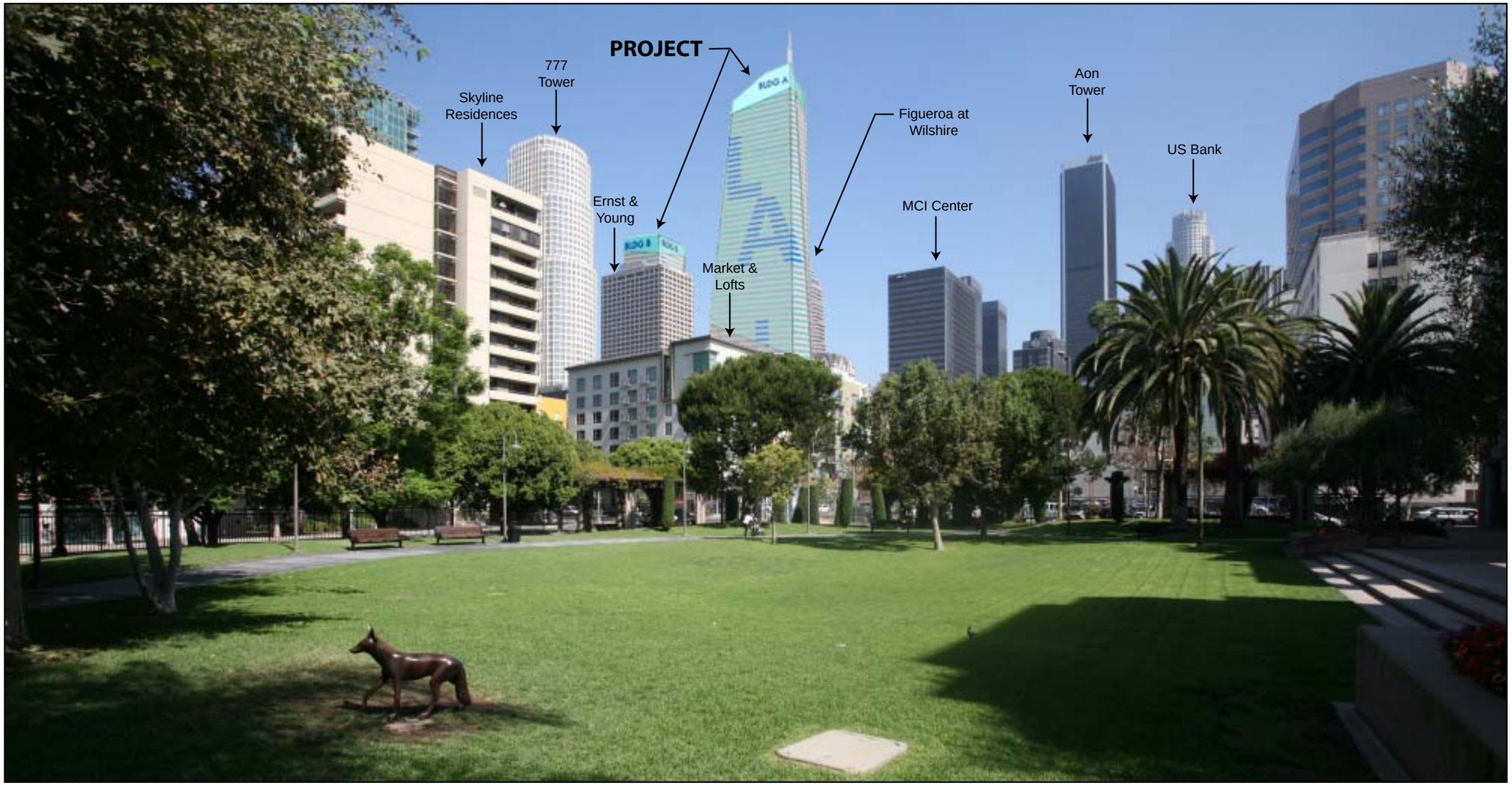
Figure IV.D-42
Grand Hope Park
Vantage Point 8-Daytime



Vantage Point 8: View looking north across Grand Hope Park toward the Project Site with porposed signage program.

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, 2009.

NORTH

Photo Location View Map

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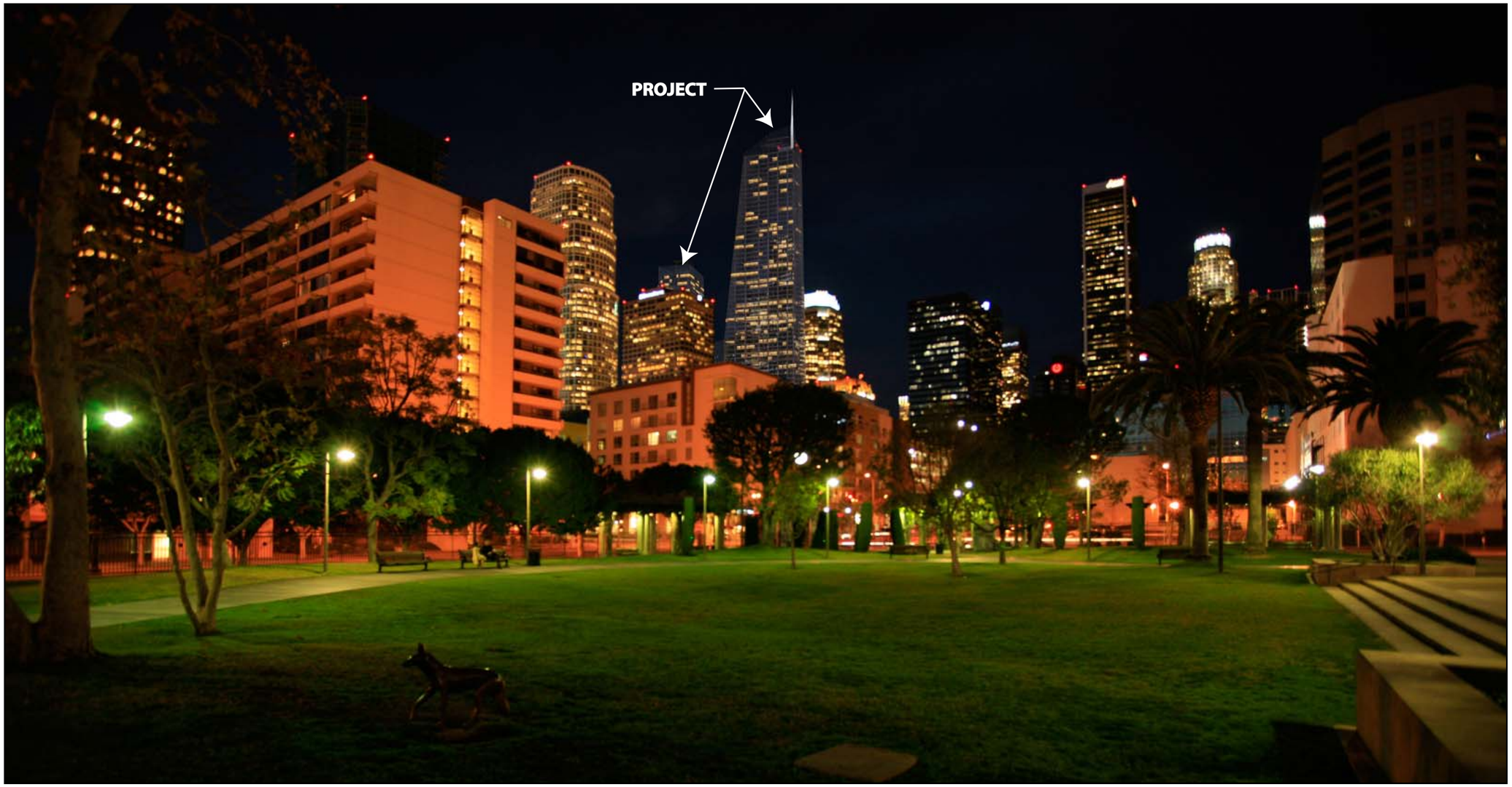
Figure IV.D-43
Grand Hope Park
Vantage Point 8-Daytime with Proposed SUD



Vantage Point 8: View looking north across Grand Hope Park toward the Project Site.

Photo Location View Map

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, 2009.

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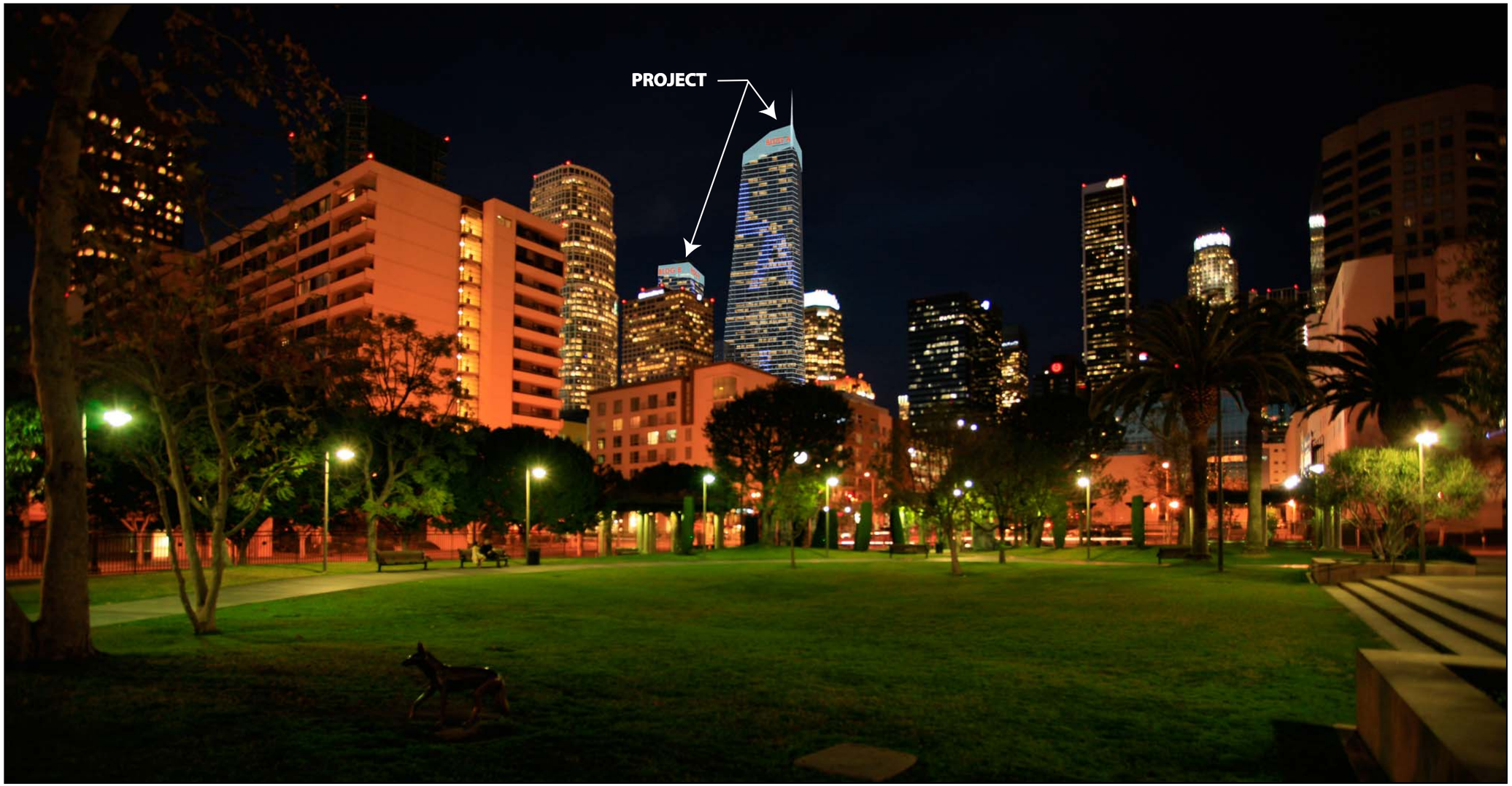
Figure IV.D-44
Grand Hope Park
Vantage Point 8-Nighttime



Vantage Point 8: View looking north across Grand Hope Park toward the Project Site with proposed signage program.

Photo Location View Map

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, 2009.

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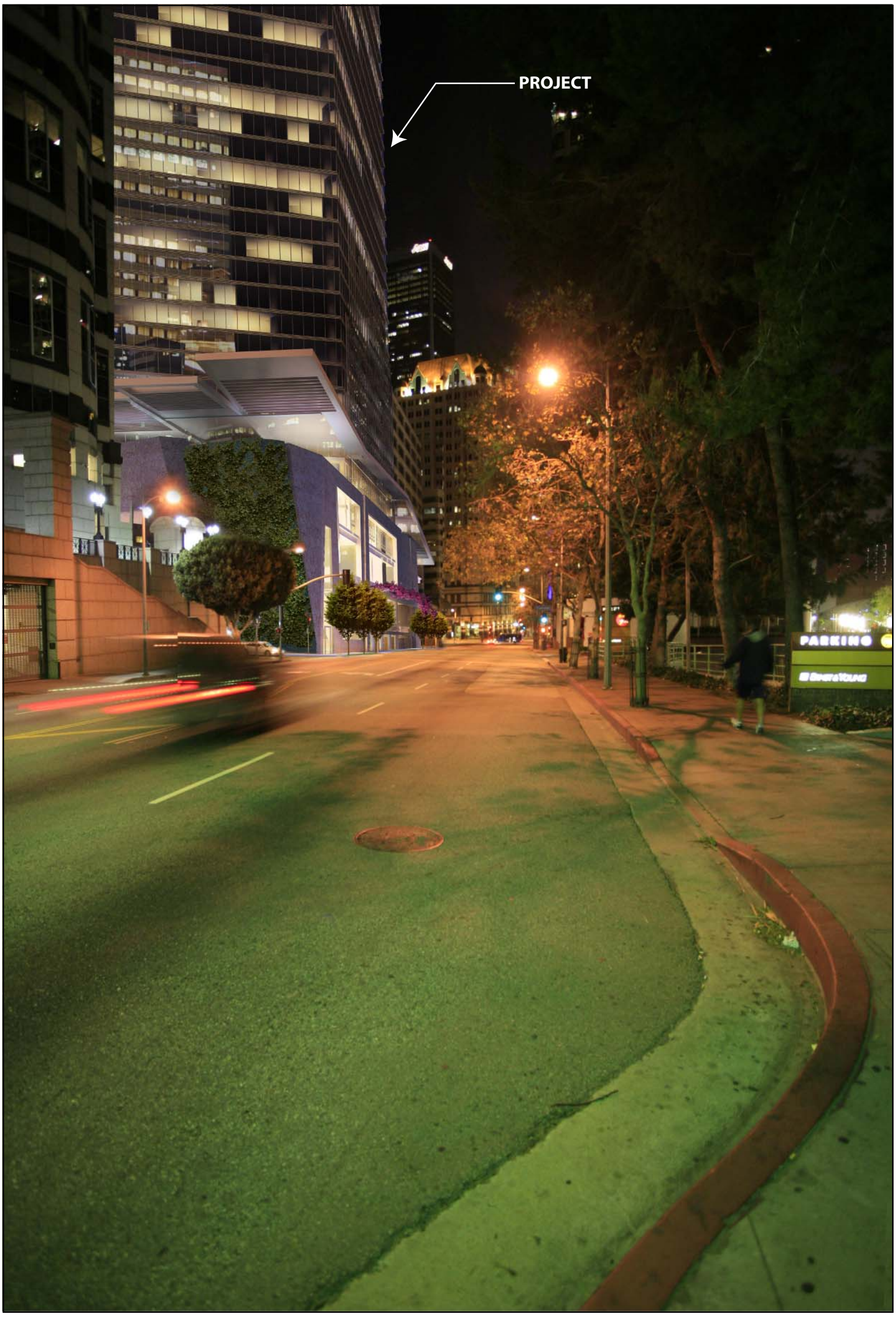
Figure IV.D-45
Grand Hope Park
Vantage Point 8-Nighttime with Proposed SUD



Vantage Point 10: View looking northeast towards the Project Site while traveling east on 7th Street.

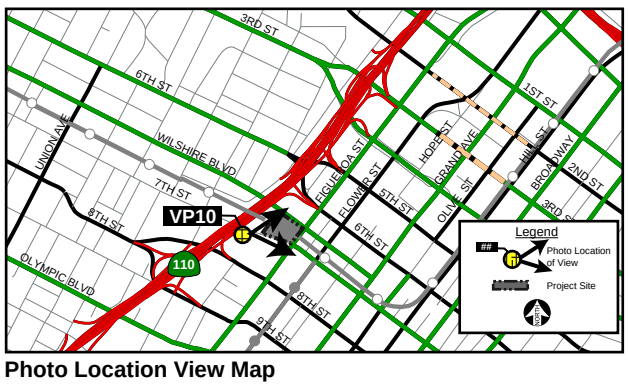


Photo Location View Map

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, September 2008.

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Figure IV.D-46
North of 7th Street
Vantage Point 10-Nighttime

Vantage Point 10: View looking towards the Project Site while traveling east on 7th Street with proposed signage program northeast.

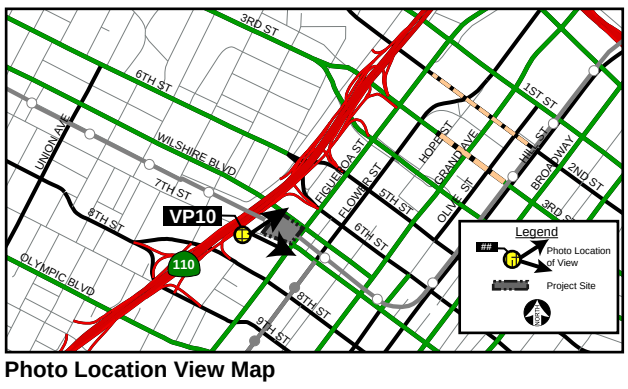
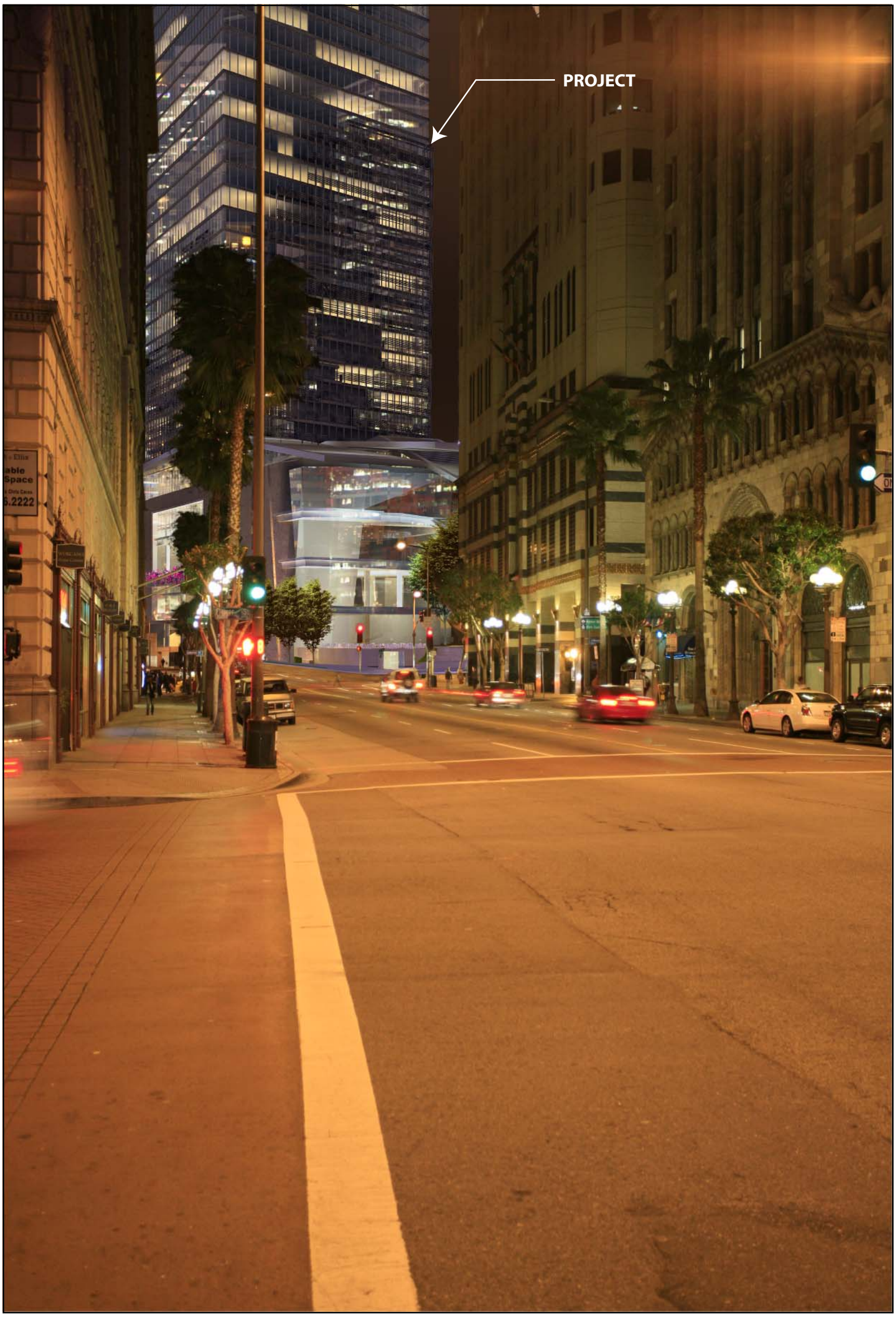


Photo Location View Map

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, September 2008.

Figure IV.D-47
North of 7th Street
Vantage Point 10-Nighttime with Proposed SUD



Vantage Point 11: View looking west towards the Project Site while traveling west on 7th Street.

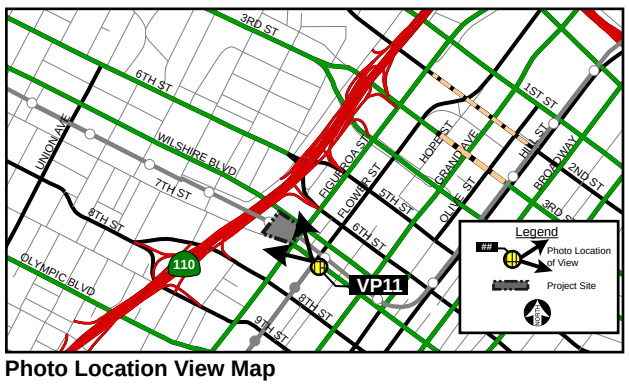
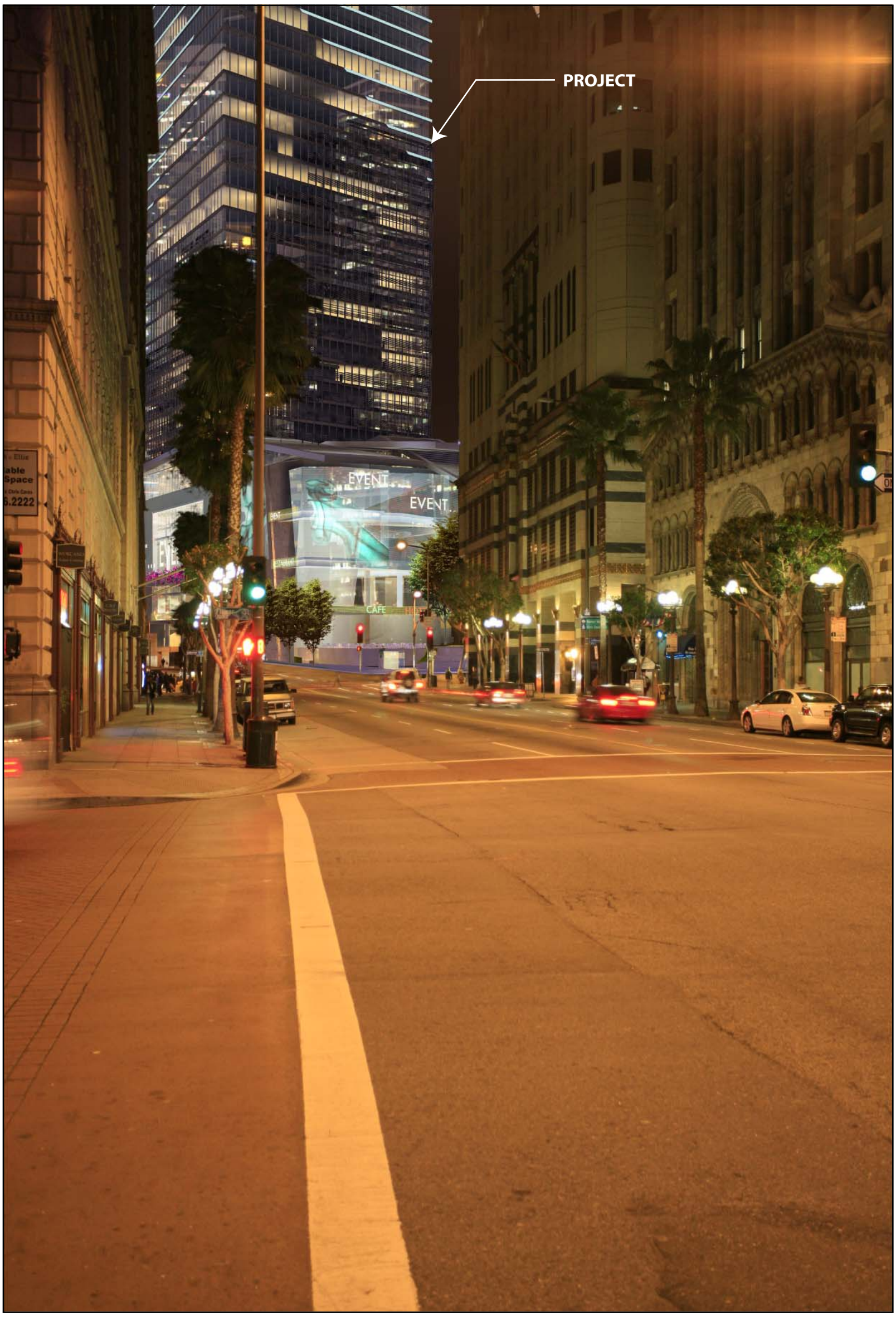


Photo Location View Map

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, September 2008.



Vantage Point 11: View looking west towards the Project Site while traveling west on 7th Street with proposed signage program.

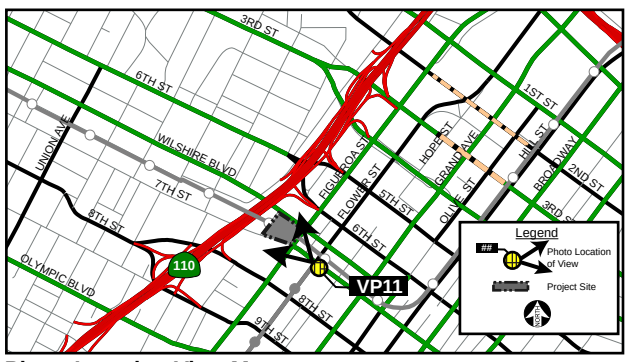


Photo Location View Map

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, September 2008.

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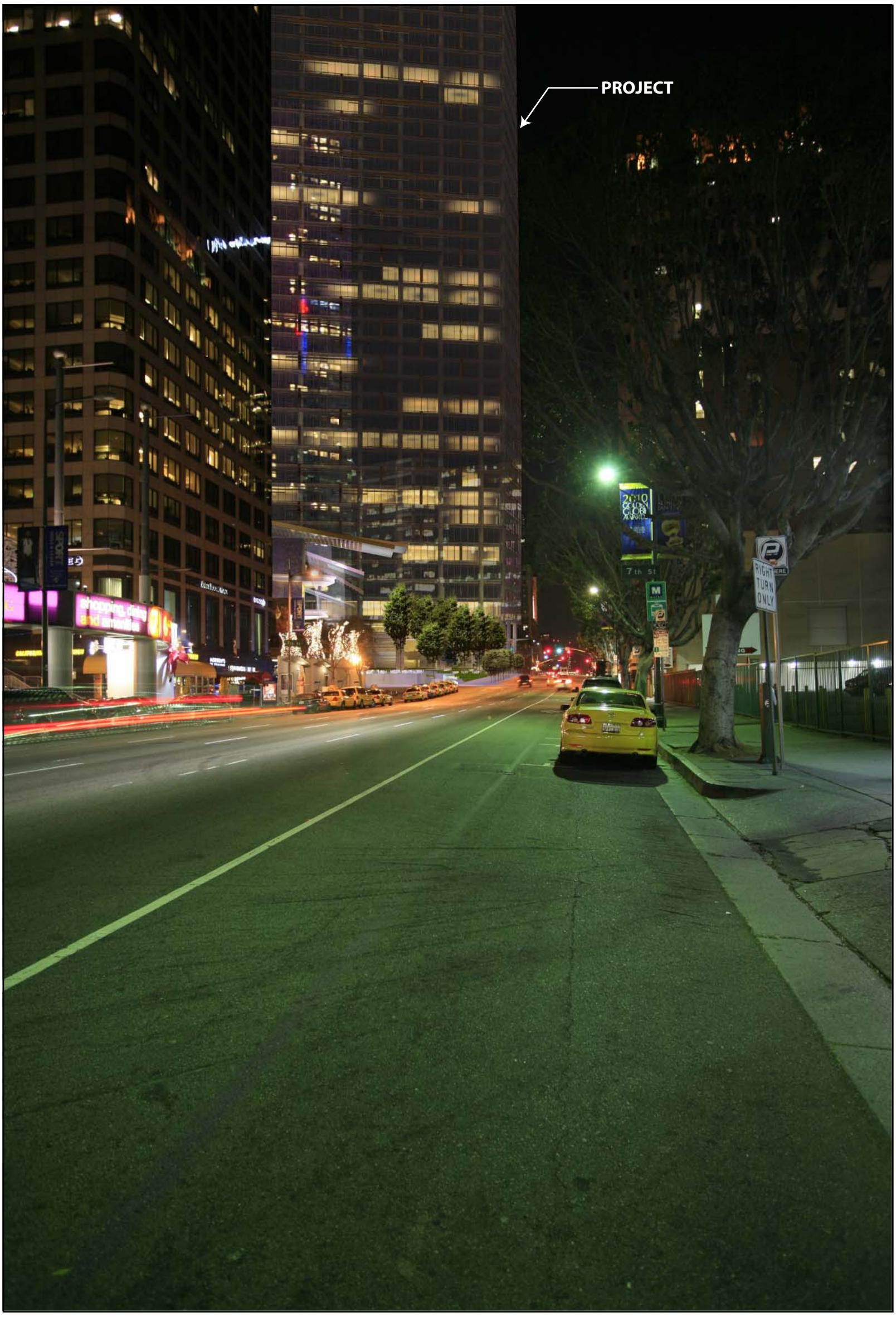
Figure IV.D-49
South of 7th Street
Vantage Point 11-Nighttime with Proposed SUD



Vantage Point 12: View looking north towards the Project Site while traveling north on Figueroa Street.

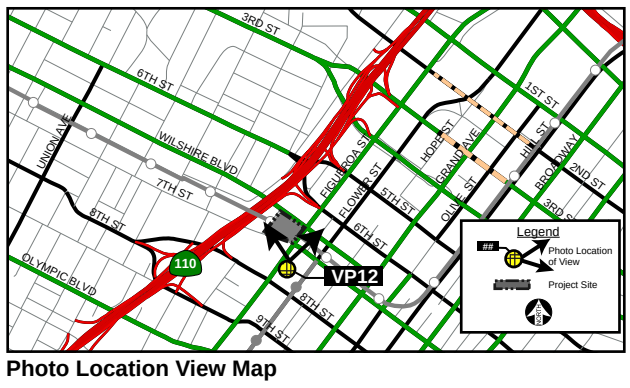


Photo Location View Map

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, September 2008.

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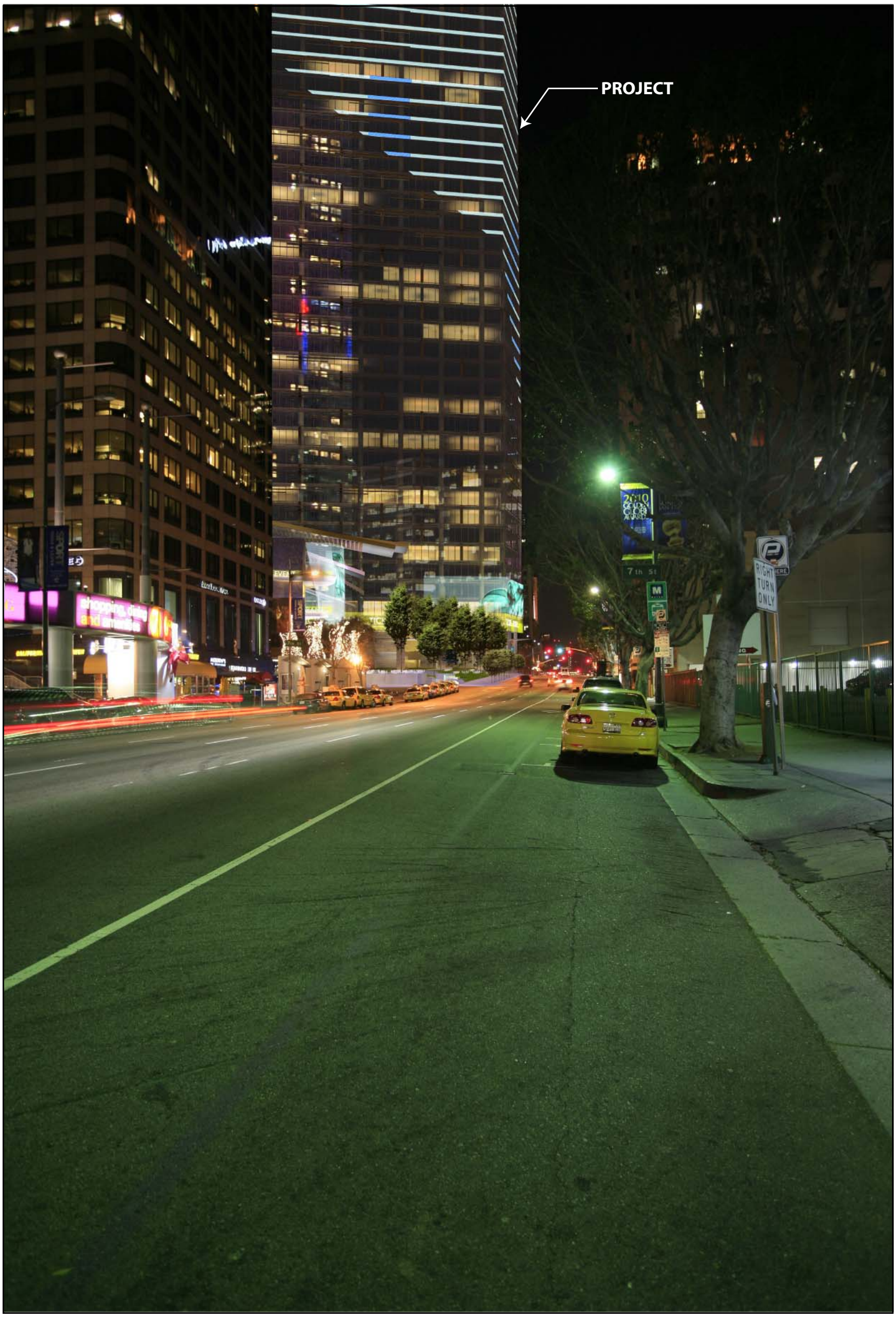
Figure IV.D-50
Figueroa Street
Vantage Point 12-Nighttime



Vantage Point 12: View looking north towards the Project Site while traveling north on Figueroa Street with proposed signage program.

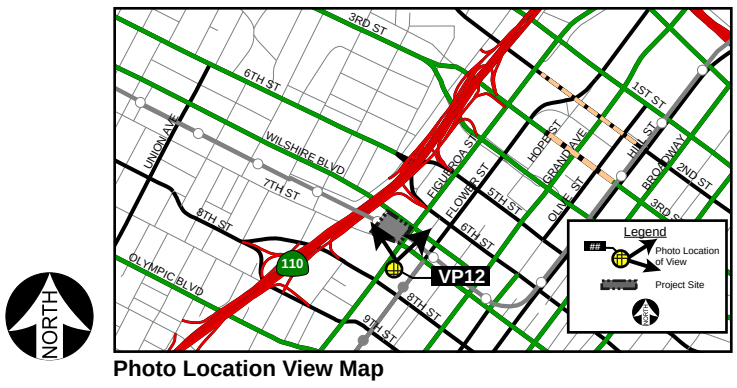


Photo Location View Map

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, September 2008.

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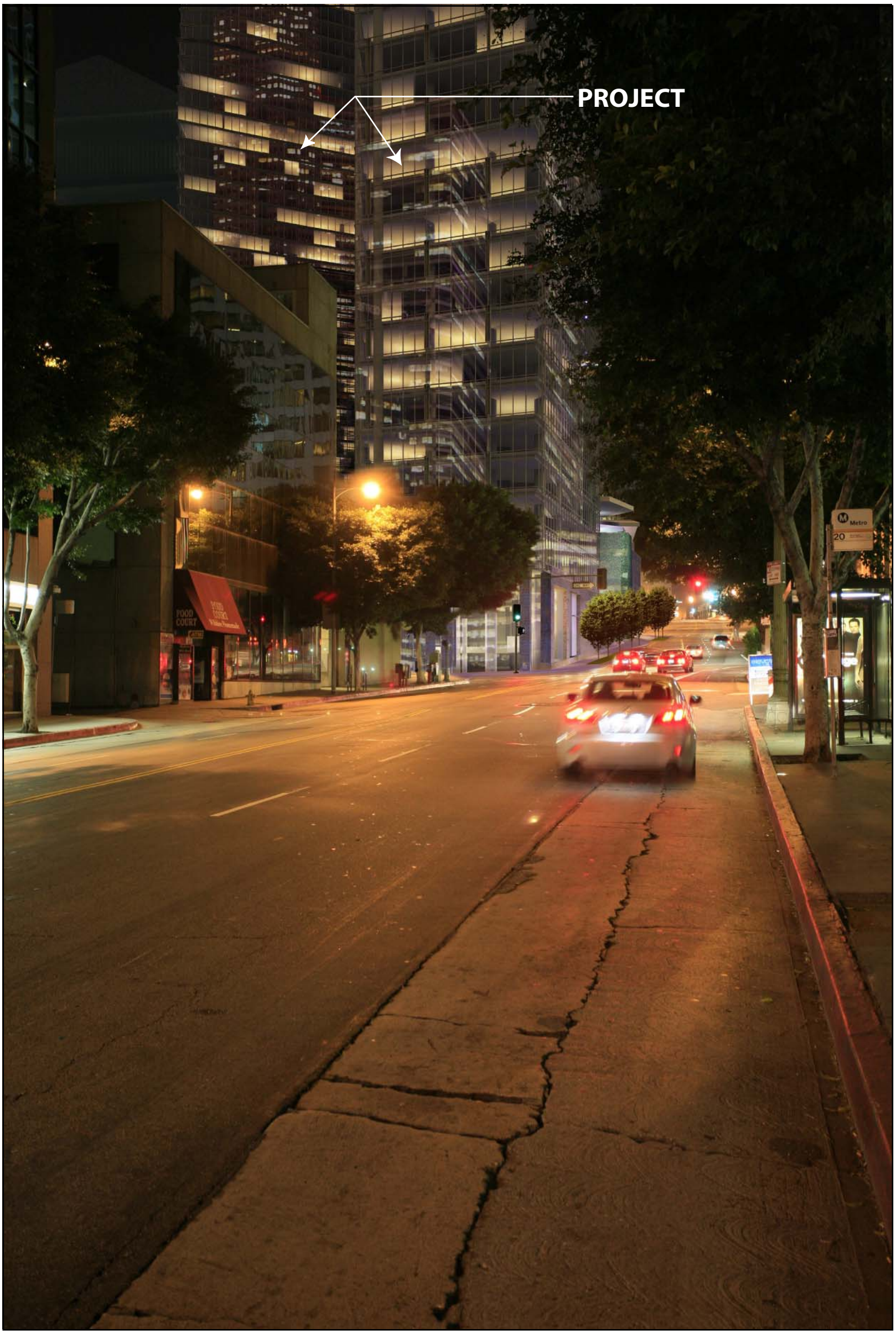
Figure IV.D-51
Figueroa Street
Vantage Point 12-Nighttime with Proposed SUD



Vantage Point 13: View looking west toward the Project Site while traveling west on Wilshire Boulevard.

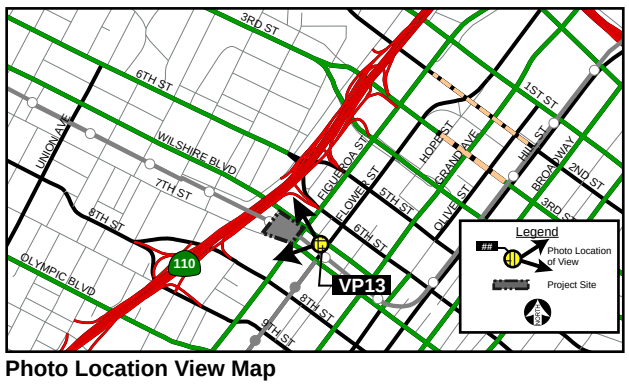


Photo Location View Map

NORTH

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, January 2010.

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Figure IV.D-52
North on Wilshire Boulevard
Vantage Point 13-Nighttime

Vantage Point 13: View looking west toward the Project Site while traveling west on Wilshire Boulevard with proposed signage program.

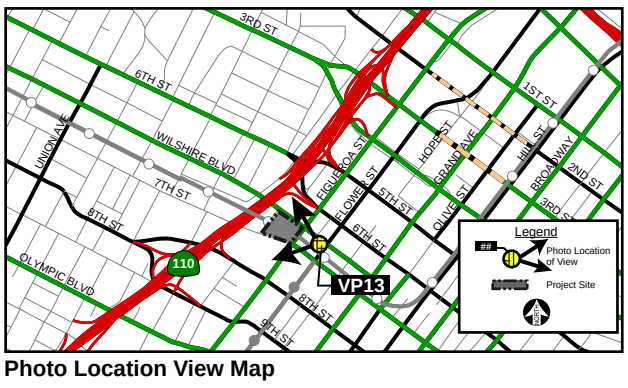

Photo Location View Map

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, January 2010.

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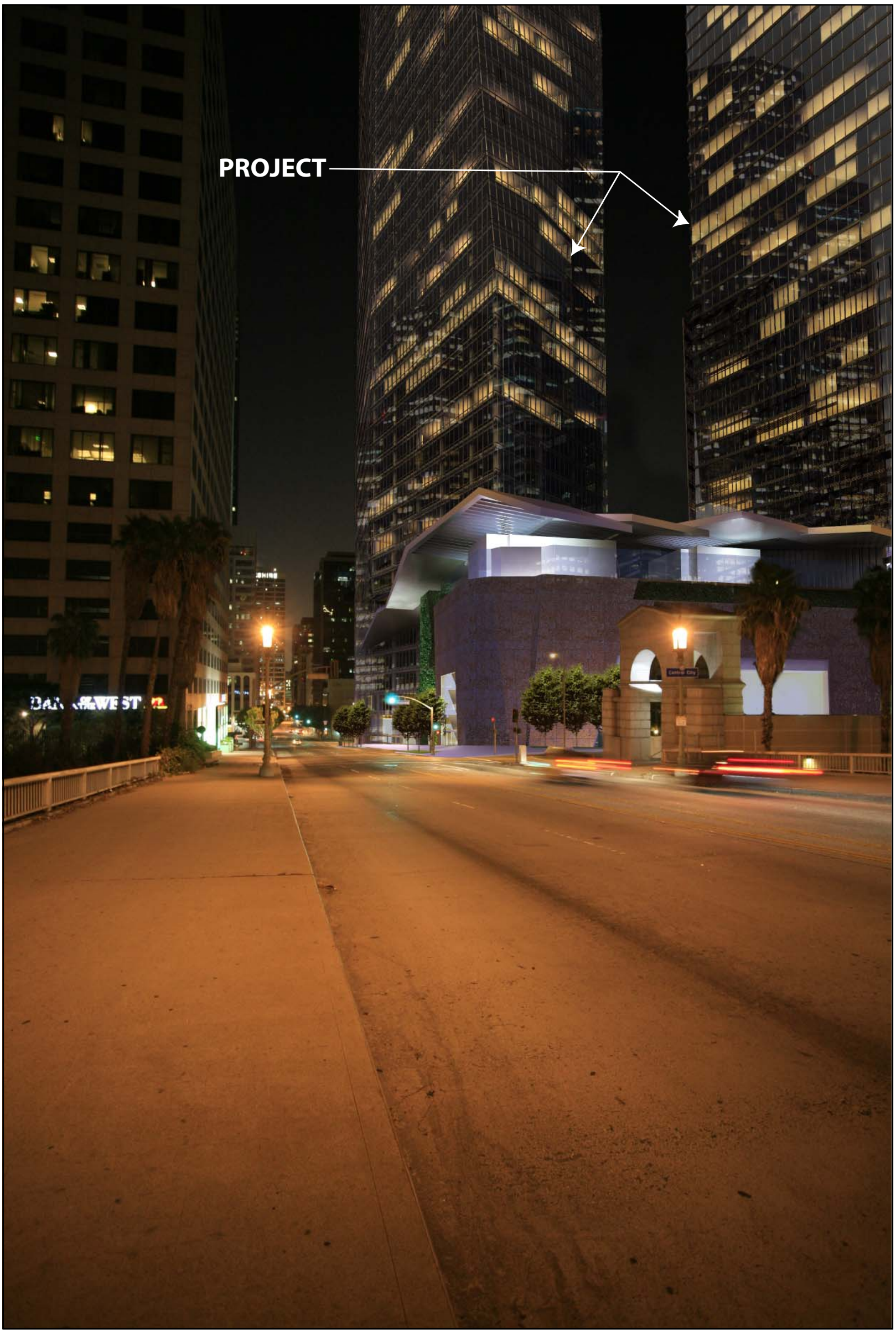
Figure IV.D-53
North on Wilshire Boulevard
Vantage Point 13-Nighttime with Proposed SUD



Vantage Point 14: View looking east toward the Project Site while traveling east on Wilshire Boulevard.

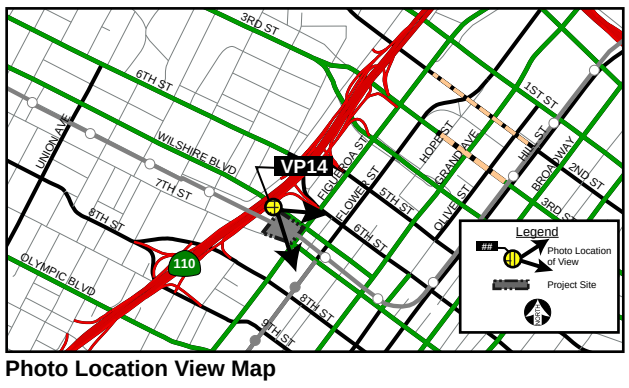


Photo Location View Map

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, January 2010.

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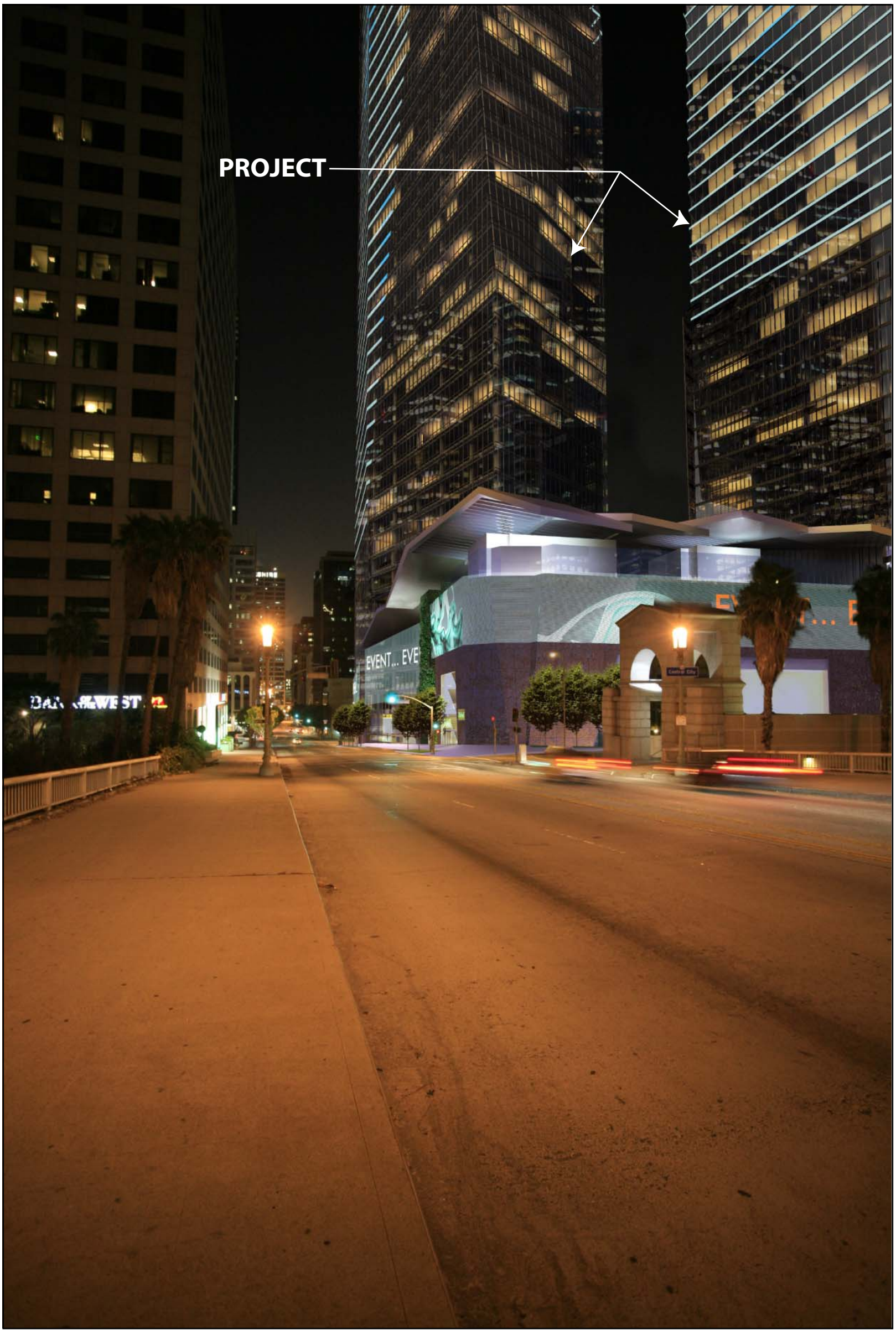
Figure IV.D-54
South on Wilshire Boulevard
Vantage Point 14-Nighttime



Vantage Point 14: View looking east toward the Project Site while traveling east on Wilshire Boulevard with proposed signage program.

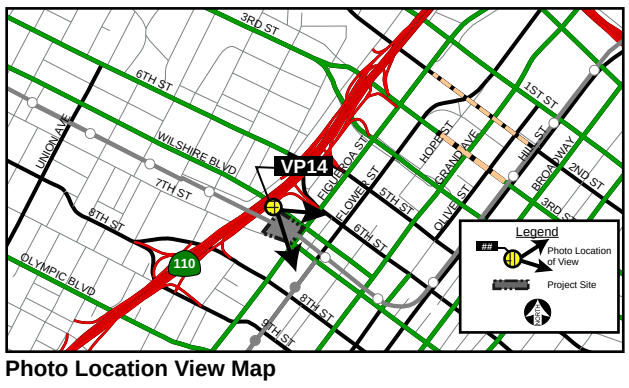


Photo Location View Map

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, January 2010.

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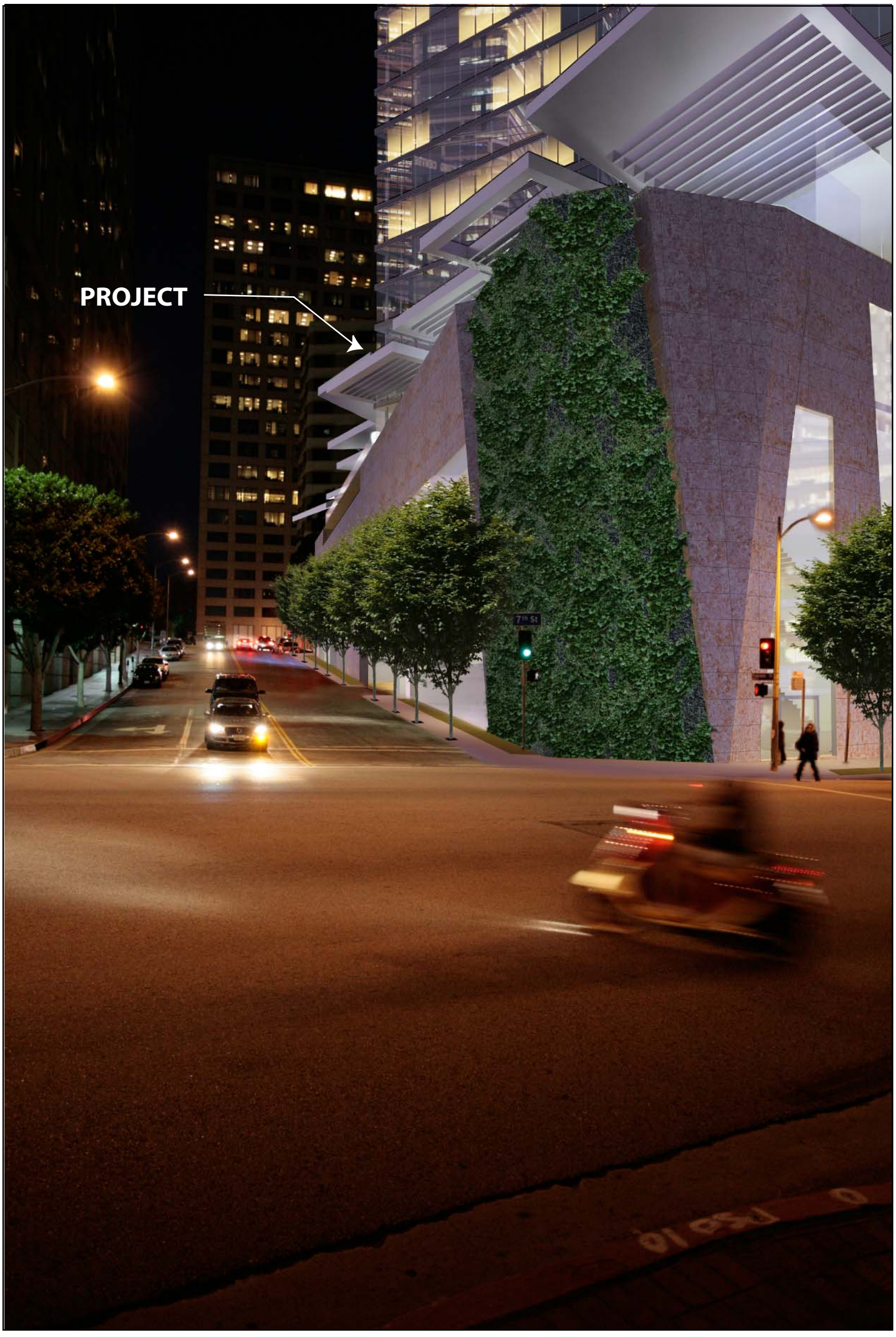
Figure IV.D-55
South on Wilshire Boulevard
Vantage Point 14-Nighttime with Proposed SUD



Vantage Point 15: View looking north toward the Project Site while traveling south on Francisco Street.

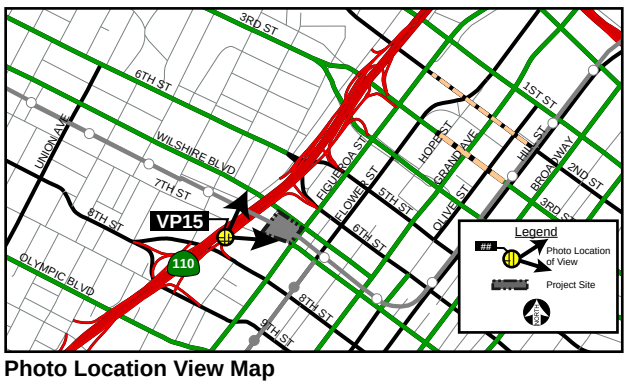


Photo Location View Map

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, January 2010.

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Figure IV.D-56
North on Francisco Street
Vantage Point 15-Nighttime

Vantage Point 15: View looking north toward the Project Site while traveling south on Francisco Street with proposed signage program.

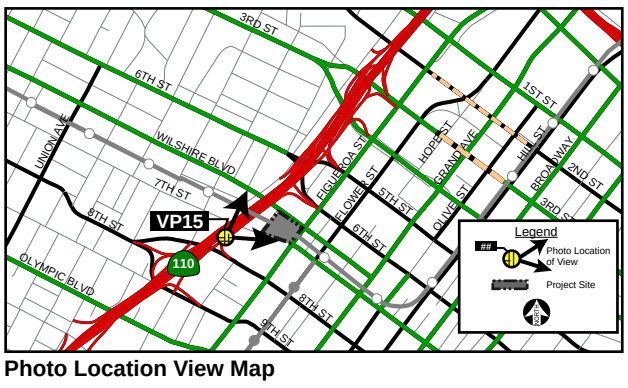

Photo Location View Map

Note: Project renderings and building design are conceptual and represent one possible option for development on the site. Other options are possible.

Source: AC Martin Partners and Rios Clementi Hale, January 2010.

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Figure IV.D-57
North on Francisco Street
Vantage Point 15-Nighttime with Proposed SUD