

IV. Environmental Impact Analysis

A. Aesthetics, Views, Light/Glare, and Shading

1. Introduction

This section addresses the potential impacts that could result from the project with regard to aesthetics, views, light/glare, and shading. Aesthetics refers to the overall visual quality of an area or a field of view. Aesthetics or visual quality encompasses development aspects such as size, shape, color, texture, and general composition, as well as the relationships between these elements. Aesthetic features often consist of unique or prominent natural or man-made attributes that are visually interesting or appealing. Adverse visual quality effects can include the loss of existing valued aesthetic features or the introduction of contrasting features that contribute to a decline in overall visual character. For instance, the introduction of contrasting features can overpower familiar features, eliminate context or associations with history, or create visual discordance where there may have been apparent efforts to maintain or promote a thematic or consistent character. The aesthetics analysis presented below addresses the project's visual relationship with existing and known future land uses in the surrounding area, as well as the consistency of the project with the regulatory environment (e.g., applicable plans and ordinances that address visual quality).

The degree of visual access to an aesthetic resource contributes to the value of aesthetic features. In this regard, the analysis of view obstruction focuses on the extent to which a project may interfere with visual access to aesthetic features from a vantage point or corridor. "Focal views" consist of views of a particular object, scene, setting, or feature of visual interest. "Panoramic views" or vistas consist of views of a large geographic area for which the view may be wide and extend into the distance. Structures and other elements constructed or developed as part of a project may obstruct focal or panoramic views. The State of California and the City of Los Angeles have recognized the value of public access to visual resources through planning and zoning regulations that designate, preserve, and enhance public views. Through the designation of scenic resources and various land use plans, the City specifies development standards that help prevent the obstruction of publicly valued views. These standards include the regulation of building height, mass, and floor area ratio (FAR), which are principal issues in view obstruction.

With regard to light and glare, artificial light impacts are typically associated with light that occurs during the evening and nighttime hours and may include streetlights, illuminated signage, vehicle headlights, and other point sources. Uses such as residences and hotels are considered light sensitive since they are typically occupied by persons who have expectations for privacy during evening hours and who are subject to disturbance by bright light sources. Glare is primarily a daytime occurrence caused by the reflection of sunlight or artificial light from highly polished surfaces, such as window glass or reflective materials, and, to a lesser degree, from broad expanses of light-colored surfaces. Daytime glare generation is common in urban areas and is typically associated with mid- to high-rise buildings with exterior façades largely or entirely comprised of highly reflective glass or mirror-like materials from which the sun can reflect, particularly following sunrise and prior to sunset. Glare generation is typically related to sun angles, although glare resulting from reflected sunlight can occur regularly at certain times of the year. Glare can also be produced during evening and nighttime hours by artificial light directed toward a light sensitive land use.

Shading from buildings and structures has the potential to block sunlight. Although shading is a common and expected quality in urban areas and considered a beneficial feature of the environment when it provides cover from excess sunlight and heat, it can have an adverse impact if the blockage interferes with sun-related activities and desired sunlight at shade-sensitive uses.

2. Environmental Setting

a. Existing Visual Environment

(1) Aesthetics/Visual Quality

(a) Project Site

Located within Hollywood, the historic center of the entertainment industry, the project site is situated in a highly urbanized area that includes a mix of commercial, entertainment, office, and residential uses. The project site consists of approximately 4.68 acres comprising the block bound by Selma Avenue to the north, Gower Street to the east, Sunset Boulevard to the south, and El Centro Avenue to the west. Encompassing the existing CBS Columbia Square Complex (Columbia Square Complex), the project site is currently developed with several buildings containing television studio and related office uses, all of which are located in the southern portion of the project site, either fronting Sunset Boulevard and/or situated around an outdoor courtyard along Sunset Boulevard. As shown in the photo provided in Figure IV.A-1 on page IV.A-3, the Columbia Square



Columbia Square



Figure IV.A-1
Existing Site Development

Complex was designed in an International architectural style and includes four concrete buildings ranging in height from one to five stories, with some of the existing buildings dating back to 1937 and 1938 (additional photos of the site are provided in the discussion of views, below). More specifically, three of the buildings or wings that the complex houses, the Radio Building, Studio A, the Television Building, were designed by William Lescaze and completed in 1937. The Radio Building (1st Wing) is five stories with a basement level, a mezzanine level, and a roof-top penthouse; Studio A (2nd Wing) is a two-story structure with a basement; and the Television Building (3rd Wing) is a one-story structure with a mezzanine and a basement. A fourth building or wing, a two-story addition known as Studio B/C, was built directly to the northeast of the existing buildings in 1938. Studio B/C was designed by Parkinson and Parkinson in the same International style. The International style, which emanated from Western Europe and became popular in the United States in the 1930s, embraced an industrial, machine aesthetic characterized by clean lines, pure geometric forms and materials such as metal, glass, and concrete. Though former CBS operations officially relocated from the Columbia Square Complex to Studio City in 2005, the existing buildings on-site are currently utilized as offices and studios. Currently, all of the Columbia Square Complex buildings have a stucco finish painted a dusty rose color, and several wall signs are located along the unarticulated building façades at the intersections of Sunset Boulevard/El Centro Avenue and Sunset Boulevard/Gower Street.

As discussed in detail in Section IV.C, Cultural Resources, of this Draft EIR, the existing Columbia Square Complex buildings are considered historic resources under CEQA. The buildings appear eligible for listing on the National Register of Historic Places (National Register) and the California Register (California Register) of Historical Resources due to their association with the development of radio and television in the United States and their importance as major components of the entertainment industry in Hollywood. Specifically, the buildings are important as an intact group of resources that were instrumental in the development of Hollywood as a national center of radio and television production. Additionally, the buildings serve as an excellent example of International Style architecture in Los Angeles and a representative work of master architect William Lescaze and the architectural firm of Parkinson & Parkinson. The Los Angeles City Council also has designated the Columbia Square Complex a City of Los Angeles Historic-Cultural Monument.

The remainder of the project site is developed with surface parking, which is accessed from El Centro Avenue, with limited landscaping along the site perimeter in the form of ornamental, non-native/non-protected trees and hedges. Together, the existing on-site buildings represent approximately 136,233 square feet of building area.

(i) Surrounding Area

The project vicinity is highly urbanized and built out with predominantly low- to mid-rise buildings. The area includes a mix of office, commercial and entertainment uses, including motion picture and television studio/production uses, as well as residential uses. While the area contains a number of historic resources (described further below), it has been undergoing a substantial transformation in recent years, and new and ongoing development in the vicinity includes dense mixed uses with mid- and high-rise buildings. While the project site and environs are generally flat, with a topography that gently slopes down from north to south, the Hollywood Hills to the north are a distinctive component of the Hollywood urban skyline.

The majority of properties immediately surrounding the project site are designated for commercial use and comprise a variety of uses, including: a four-story parking structure and a two-story office building called the Rich Mar building across Selma Avenue, a car wash, and a Bally's Gym facilities to the north; a two-story apartment building, one- and two-story office structures, and retail and restaurant uses to the east along Gower Street, including Sunset Gower Plaza, with a bakery, restaurant, bar, and offices; Sunset Gower Studios, retail facilities, restaurant/bar uses, and the "Gower Gulch," which includes a mix of restaurant and retail establishments to the immediate south and southeast along Sunset Boulevard; the Hollywood Palladium event venue and 21-story House of Blues high-rise office building (Sunset Media Tower) to the west across El Centro Avenue; as well as Nickelodeon Studio and a car wash to the southwest along Sunset Boulevard. Refer to Figures IV.A-2 and IV.A-3 on pages IV.A-6 and IV.A-7, respectively, for photographs of development immediately surrounding the project site (additional photos of the project area are provided in the discussion of views, below). Most residential uses in the area are generally situated behind the commercial uses fronting major roadways and thus, single- and multi-family residential uses are located further to the east and northeast of the site, and one- and two-story multi-family residential uses are located further south of the uses that front Sunset Boulevard. Other major uses and facilities in the area include offices, a bank, Hollywood Community Hospital, cinemas, a new mixed-use residential/ commercial development, a nightclub, and a number of surface parking lots. The buildings surrounding the project site range roughly from 1 to 21 stories in height and vary in design, function, and aesthetic character.

The residential neighborhood immediately east and northeast of the project, located between Gower and Gordon Streets and Carlton Way and Sunset Boulevard, contains a number of structures that are contributors to a historic district known as the Selma-La Baig Historic District. Consisting primarily of residences on Harold Way, Selma Way, Carlton Way, and La Baig Avenue, the Selma-La Baig Historic District has been determined to be eligible for listing on the National Register, and many of the contributing structures are currently listed on the California Register. Despite substantial loss of its historic fabric due



Photograph 1: Existing development along the south side of Sunset Boulevard near Gower Street



Photograph 2: Existing development along the east side of Gower Street at Sunset Boulevard



Photograph 3: Existing development along the west side of El Centro Avenue at Selma Avenue

Columbia Square



Figure IV.A-3
Existing Development on Adjacent Streets

to past demolition of former contributors, the Selma-La Baig Historic District remains an intact eligible district with the most prevalent building type being single-story single-family Craftsman bungalows.¹

In addition to the Selma-La Baig Historic District, the greater project area is known for a number of historic resources, notably the Hollywood Boulevard Commercial and Entertainment Historic District and the Hollywood Walk of Fame. The Hollywood Boulevard Commercial and Entertainment Historic District is listed on the National Register and contains 57 contributing features; the Hollywood Walk of Fame extends along Hollywood Boulevard between La Brea Avenue and Gower Street as well as along Vine Street between Yucca Street and Sunset Boulevard.² Such resources add to the general character of the area and contribute to its historical context associated with the entertainment industry in Hollywood.

Given the eclectic nature of the surrounding land uses and their associated variations in architecture, building heights and building materials, a somewhat non-cohesive visual character is evident throughout the area. In addition, with the exception of the Hollywood Walk of Fame, street segments within the Selma-La Baig Historic District and some of the newer mixed use, restaurant, and retail uses nearby, the immediate area does not provide a pedestrian-friendly atmosphere, and current pedestrian activity in the area is fairly limited, particularly along Sunset Boulevard.

(2) Views

Within the project area, Hollywood Boulevard and Sunset Boulevard are designated as Major Scenic Highways in the Hollywood Community Plan.³ Hollywood Boulevard provides views of the urban streetscape, which includes the historic buildings within the aforementioned Hollywood Boulevard Commercial and Entertainment District. Sunset Boulevard also provides views of an urban streetscape with a number of historic and potentially historic buildings, including the Cinerama Dome, Hollywood Palladium event venue, and the on-site Columbia Square Complex. In addition, the Selma-La Baig Historic District and its contributing structures are considered valued visual resources. Within the project site, the existing Columbia Square Complex is considered to be a visual resource,

¹ *Community Redevelopment Agency of the City of Los Angeles, Las Hermanas Residential Project Draft EIR, July 2007.*

² *Community Redevelopment Agency of the City of Los Angeles, Hollywood Redevelopment Plan Amendment Final EIR, February 2003.*

³ *Based on the Hollywood Community Plan map dated September 1991.*

particularly from Sunset Boulevard. Visual resources of merit in the greater project area include the Hollywood Sign, a City-designated historic monument, and the Hollywood Hills located to the north, as well as a number of historic buildings. In particular, the Hollywood Sign and surrounding hills provide an important scenic backdrop to large portions of the metropolitan Los Angeles area, inclusive of views of and near the project site.

(a) Views from the Project Site

Due to the project site's flat topography and surrounding intervening development, views from the site are generally short in range and limited to the urban landscape within the immediate vicinity (i.e., buildings, roadways, billboards, and street trees). Figures IV.A-2 and IV.A-3 demonstrate several of the existing views from the project site. As shown, views to the east and west are, for the most part, obstructed or limited to the building facades of the adjacent buildings. Views to the south consist of low-rise commercial structures, located directly across Sunset Boulevard, with a few mid-rise buildings in the background. While northerly views from the ground level of the project site are limited by mature street trees along Selma Avenue as well as the multi-story parking structure immediately north of the site, intermittent views of the scenic Hollywood Hills and the Hollywood Sign in the distance are possible from elevated view points within the site (i.e., from the upper stories of the Radio Building) and adjacent rights-of-way. However, these views of the hills from within the project site are limited.

(b) Views from the Surrounding Project Area

Public views from vantages within the surrounding project area are also somewhat limited due to dense urban development and flat terrain. Surrounding views consist of the urban landscape with a varied composite of low-rise and mid-rise commercial, entertainment, office, and residential buildings. Intermittent, pedestrian-level, long-range views of the Hollywood Hills and/or Hollywood Sign are available from segments of most north-south roadways in the area (e.g., Gower Street, El Centro Avenue, Argyle Avenue, Vine Street) and more limited segments of some east-west roadways (e.g., portions of Selma Avenue and Sunset Boulevard). Although most private views of the Hollywood Sign and the Hollywood Hills from low-rise buildings are obstructed by existing development, private views of these scenic resources may be available from the upper levels of mid and high-rise buildings in the area (e.g., the Sunset Media Tower and the Sunset + Vine mixed-use building). Photographs of existing views of and across the project site from various vantage points throughout the surrounding project area are provided below within the views analysis.

Short-range views of the project site are obstructed from most public vantages and are generally only available to viewers at adjacent locations (i.e., pedestrians and motorists

along Sunset Boulevard and other adjacent streets). Longer-range private views of the project site may be possible from elevated viewpoints such as mid- and high-rise buildings in the Hollywood Business District.

(c) Views from the Hollywood Hills

The Hollywood Hills, located over one mile to the north of the site, rise to an elevation of approximately 1,100 feet from the base of the hills and are developed primarily with single-family residences along winding streets. Due to their elevated locations on the hillside, many of the residences in the Hollywood Hills are afforded long-range private panoramic views across the project area and the entire Los Angeles Basin. These views of the urban landscape cross over the project site and, on a clear day, such views may extend southeast to downtown Los Angeles and southwest to the Pacific Ocean. In general, long-range views from the Hollywood Hills are not sensitive to individual development projects, as such in-fill development is subordinate to broader views of the urban landscape.

(3) Light/Glare

The project site is located within the highly urbanized Hollywood community, one of the region's most popular nightlife destinations. The project vicinity, in particular, is home to numerous nightclubs, theaters, restaurants, and bars. Lighting from these land uses contribute to the high ambient nighttime light levels that characterize the area. Exterior light sources include lighting for signage, architectural highlighting, parking lot visibility, and security purposes, as well as pole-mounted street lights along adjacent streets and light generated by vehicular traffic on local streets, especially Sunset Boulevard. Interior light spill-over from windows of nearby commercial and residential uses also contributes to the ambient nighttime levels. In the immediate vicinity of the project site, land uses sensitive to nighttime light include the existing residences located to the east across Gower Street.

Light levels generated within the project site are low to medium, as the Columbia Square Complex buildings do not have brightly lit façades or entrances, with the exception of backlit wall signs attached to the Columbia Square Complex buildings near the intersections of Sunset Boulevard/El Centro Avenue and Sunset Boulevard/Gower Street. Light sources on the site also include exterior security lighting and pole-mounted lighting in the surface parking lot.

Sensitive receptors relative to glare include the existing residential uses to the east and motorists traveling on Sunset Boulevard. None of the Columbia Square Complex buildings generate substantial glare given their stucco finishes and narrow windows.

(4) Shade and Shadow

Given the number of mid- to high-rise building throughout the urban project area, shading is a common and expected phenomenon. Sensitive uses relative to shading impacts potentially generated by the project include the residential uses to the immediate east of the site across Gower Street. The project site is currently developed with one- to five-story buildings, which generate minimal shadows on off-site uses, particularly since the northern part of the project site is occupied by a surface parking lot. Additionally, none of the surrounding off-site buildings are sufficiently tall to cast shadows on the project site.

b. Regulatory Framework

(1) General Plan Framework

The Citywide General Plan Framework Element (General Plan Framework), adopted in December 1996 and readopted in August 2001, establishes the conceptual basis for the City's General Plan. The General Plan Framework provides direction regarding the City's vision for growth and includes an Urban Form and Neighborhood Design chapter to guide the design of future development. Although the General Plan Framework does not directly address the design of individual neighborhoods or communities, it embodies broad neighborhood design policies and implementation programs to guide local planning efforts. The General Plan Framework also clearly states that the livability of all neighborhoods would be improved by upgrading the quality of development and improving the quality of the public realm (Objective 5.5).⁴

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

⁴ *City of Los Angeles General Plan Framework, page 5-14.*

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

Specific applicable objectives from the Urban Form and Neighborhood Design Chapter and the Open Space and Conservation Chapter are listed below in Table IV.A-1 on page IV.A-36 in the impact analysis section.

(a) City of Los Angeles Walkability Checklist for Site Plan Review

The City of Los Angeles Walkability Checklist for Site Plan Review (Walkability Checklist) is a pilot program created by the City's Urban Design Studio (a division of the Department of City Planning) that specifies urban design guidelines for projects required to undergo Site Plan Review. The Walkability Checklist consists of a list of design elements intended to improve the pedestrian environment, protect neighborhood character, and promote high quality urban form and is to be used by City planners to assess the pedestrian orientation of a project. The suggested design guidelines are consistent with the General Plan and supplement applicable Community Plan requirements, but are not considered mandatory. Guidelines address such topics as building orientation, building frontage, landscaping, off-street parking and driveways, building signage, and lighting within the private realm; and sidewalks, street crossings, on-street parking, and utilities in the public realm. A list of pedestrian-oriented design elements that the project would incorporate is provided in Table IV.A-2 on page IV.A-41 in the impact analysis section that follows.

(2) Hollywood Community Plan

The Hollywood Community Plan (Community Plan) is one of 35 community and district plans established for different areas of the City intended to implement the policies of the General Plan Framework. The most recent version of the Community Plan was adopted in December 1988.⁵ While the primary aim of the Community Plan is to guide growth and development, several of the plan's objectives pertaining to land use also relate to aesthetic issues. For example, the plan calls for the compatibility of new development

⁵ *The Hollywood Community Plan is currently in the process of being updated by the City of Los Angeles. The Draft EIR for the Hollywood Community Plan Update is expected to be completed and released in 2008.*

with existing commercial development and residential neighborhoods. The Community Plan also encourages the conservation of open space within the area. More specific to the project vicinity, the Community Plan recognizes an area, referred to as the Hollywood Center, as the focal point of the Hollywood Community. This area encompasses land on either side of Hollywood and Sunset Boulevards between La Brea Avenue and Gower Street, and thus includes the project site. The Community Plan intends for the Hollywood Center to serve as a commercial and entertainment center for Hollywood and beyond. Further discussion of the Community Plan is provided in Section IV.F, Land Use, of this Draft EIR.

(3) Los Angeles Municipal Code

The City of Los Angeles Planning and Zoning Code (Chapter 1 of the Los Angeles Municipal Code [LAMC]) sets forth regulations and standards regarding the allowable type, density, height, and design of new development projects. As discussed in Section IV.F, Land Use, the project site is currently zoned [Q]C4-1VL-SN. The "C4" portion of the zoning designation indicates that the project site is zoned for Commercial uses, while the "1VL" portion of the designation indicates that the site is within a Very Limited Height District No.1, which restricts building heights to a maximum of 45 feet and three stories. The "SN" portion of the zoning designation indicates that the project site is within the Hollywood Signage Supplemental Use District, discussed below. The Permanent [Q] Qualified Classification condition prohibits "residential uses...except as otherwise permitted in the industrial zone."

No setbacks (i.e., front, side, and rear yards) are required for commercial buildings in the C4 zone. Side and rear setbacks are required, however, for any portion of a building in the C4 zone that is used for residential purposes and must be provided at the floor level of the first story on which residential uses are present. Required setbacks in such instances are in accordance with R4 zoning requirements and generally vary from 5 to 16 feet for side yards and 15 to 20 feet for rear yards, depending upon building height. Similarly, while there are no lot area requirements for commercial uses in the C4 zone, residential uses therein are subject to a minimum lot width of 50 feet, a minimum lot area of 5,000 square feet, and a minimum lot area per dwelling unit of 400 square feet. Additionally, the floor area ratio (FAR) for the site is currently limited to 1.5:1.

Relative to lighting, the LAMC specifies that outdoor light standards, specifically those used to illuminate a parking area, must be designed to reflect the light away from any adjacent street or property. In addition, exterior lighting may not generate direct glare or a light intensity greater than two foot-candles onto specified habitable and/or recreational uses. Further, signage illumination is limited to a light intensity of three foot-candles above ambient lighting, as measured at the property line of the nearest residentially zoned property. As it also pertains to this analysis, additional LAMC requirements regulate such

aspects of development as the design of parking facilities, fences, and walls. LAMC requirements relating to land use controls are discussed in Section IV.F, Land Use.

(4) Hollywood Signage Supplemental Use District

The project site is located within the Hollywood Signage Supplemental Use District (HSSUD) per City Ordinance No. 176172. The purposes of the HSSUD are the following: to promote appropriate and economically viable signage; to limit visual clutter by regulating the number, size, and location of signs; to minimize potential traffic hazards and protect public safety; to protect street views and scenic vistas of the Hollywood Sign and the Hollywood Hills; and to protect and enhance major commercial corridors and properties. As specified in the ordinance, the HSSUD promotes signage that uses clear attractive graphics; coordinates with the architectural elements of the building on which the signage is located; reflects a modern vibrant image of Hollywood as the global center of the entertainment industry; and complements and protects the character-defining features of historic buildings. Specifically, permitted signage types include architectural ledge signs, awning signs, electronic message displays, information signs, marquee signs, monument signs, open panel roof signs, pedestrian signs, pillar signs, projecting signs, and/or skyline logos/icons, as well as certain temporary signs. It is noted that the HSSUD specifies permitted locations for electronic message displays, including Sunset Boulevard between Cahuenga Boulevard and Gower Street, which includes the project site frontage along Sunset Boulevard.

(5) Community Redevelopment Agency Hollywood Redevelopment Plan

The Community Redevelopment Agency (CRA) Hollywood Redevelopment Plan (Redevelopment Plan) was adopted by the City Council on May 7, 1986 and most recently amended on October 31, 2003. The Hollywood Redevelopment Project Area (Redevelopment Area) encompasses approximately 1,107 acres bounded approximately by Franklin Avenue on the north, Serrano Avenue on the east, Santa Monica Boulevard and Fountain Avenue on the south, and La Brea Avenue on the west. The Redevelopment Plan supports the California Community Redevelopment Law and as such, is designed to improve economically and socially disadvantaged areas, redevelop or rehabilitate under or improperly utilized properties, eliminate blight, and improve the public welfare. More specifically, as it relates to this analysis, the goals established in the Redevelopment Plan include reviving the historic core of the area, preserving historically significant structures, and recommending urban design guidelines. Applicable goals and requirements are listed in Table IV.A-3 on page IV.A-48 in the impact analysis section. Further discussion of the Redevelopment Plan and related goals and objectives is provided in Section IV.C, Historic Resources, and Section IV.F, Land Use, of this Draft EIR.

(6) Community Redevelopment Agency Design for Development for Signs in Hollywood

CRA's Design for Development for Signs in Hollywood (DFD), revised and amended in October 2007, largely mirrors the HSSUD and formalizes CRA's approval authority over signage located within the Hollywood Redevelopment Area. The general purposes of the DFD are identical to the HSSUD, with the addition of a specific goal to promote the removal of billboards and pole signs in the area in order to reduce visual clutter. In instances where the provisions of the DFD are more restrictive than those of the HSSUD or LAMC, the DFD provisions prevail. As with the HSSUD, billboards and pole signs are not permitted though legally non-conforming signs that pre-date the DFD and HSSUD may remain. In addition, the DFD specifically designates certain areas, including Sunset Boulevard between Cahuenga Boulevard and Gower Street, as electronic message display areas.

3. Project Impacts

a. Methodology

(1) Aesthetics/Visual Quality

This analysis considers the visual quality of the area immediately surrounding the project site and the impacts of the project with respect to the existing aesthetic environment. The project's development characteristics and conceptual illustrations are used to support the analysis of aesthetics/visual quality, which is based on the following three-step process:

- Step 1: Describe the massing and general proportion of buildings and open space, and proposed treatments around the project edges, which may be anticipated on the basis of the project's design features. The maximum building heights and mass are assumed in the evaluation.
- Step 2: Compare the expected appearance to the existing site appearance and character of adjacent uses and determine whether and/or to what extent a degrading of the visual character of the area could occur (considering factors such as the blending/contrasting of new and existing buildings given the proposed uses, density, height, bulk, setbacks, signage, etc.); and
- Step 3: Compare the anticipated appearance of the project to standards within existing plans and policies which are applicable to the project site (regulatory analysis).

(2) Views

The analysis of views addresses the changes to existing views that may result from development of the project. The intent of the analysis is to determine if view resources exist and are visible in the project area and whether visual access to such resources would be blocked or diminished by the project. “Focal views” focus on a particular object or building of visual interest, while “panoramic views” are vistas that provide visual access to a large geographic area, for which the field of view can be wide and extend into the distance. The determination of significance is based on whether view blockages of visual resources would occur. The determination of significance is also based on the type of land uses that would experience view blockages. View blockages from public places, such as designated scenic highways, corridors, parkways, roadways, bike paths and trails, are considered significant under the *City of L.A. CEQA Thresholds Guide (2006)*. In addition, although not protected under CEQA, this impact analysis conservatively considers private views from residential buildings as significant, since a resident’s expectations concerning views may be similar to public expectations of view access from public places. Specifically, due to the proximity of the project to the Hollywood Hills, this evaluation addresses private view impacts relative to distant and panoramic views of the urban landscape from private residences in the hills. However, private views from other uses such as office buildings or other private sites are not considered in this analysis.

The views analysis is based on the evaluation of simulated composite photographs showing existing and future conditions from representative locations within a range of distances and variety of directions from the project site. Most of the view locations are within a two-block radius, with one simulated photograph showing a panoramic view of the project site and surrounding cityscape from the Hollywood Hills at North Sycamore Avenue, approximately 2.4 miles northwest of the project site. Consistent with the *City of L.A. CEQA Thresholds Guide (2006)*, the analysis of views is based on a five-step process as follows:

- Step 1: Define the view resources.
- Step 2: Identify the potential obstruction of view resources as a result of development of the project site. An assumption is made that any obstruction of a resource would constitute a change in the environment and would be considered an adverse impact regardless of effect on the overall view.
- Step 3: Evaluate whether a potential obstruction would substantially alter the view. The “substantiality” of an alteration in viewing is somewhat subjective and dependent on many factors. In this case, an obstruction of the view of a particular view resource was considered substantial if it exhibited the following traits: (1) the area viewed contains a view resource; (2) the obstruction of the

resource covers more than an incidental/small portion of the resource; and (3) the obstruction would occur along a public view area.

- Step 4: Consider whether the project includes design features that offset the alteration in views or loss of views of a particular valued view resource.
- Step 5: Consider whether the blockage is permanent, as viewed from an occupied residence or scenic vantage point; or whether the blockage would be momentary, as viewed by a mobile pedestrian or from a vehicle.

(3) Light/Glare

The analysis of light and glare identifies the location of light-sensitive land uses and describes the existing ambient conditions on the project site and in the project vicinity. The analysis describes the project's proposed light and glare sources, and the extent to which project lighting, including illuminated signage, could spill off the project site onto adjacent light-sensitive areas. The analysis also describes the affected street frontages, the direction in which the light would be focused, and the extent to which the project would illuminate sensitive land uses. The analysis also considers the potential for sunlight to reflect off of building surfaces (glare) and the extent to which such glare would interfere with the operation of motor vehicles or other activities.

(4) Shading

The consequences of shadows on land uses can be positive, including cooling effects during warm weather; or negative, such as loss of warmth during cooler weather and natural light. Shadow effects are dependent on several factors, including local topography, the height and bulk of a project's structural elements, sensitivity of surrounding uses, season, and duration of shadow projection. In determining the effects of shading, the locations of shadow sensitive uses (such as residential uses, recreational areas, and schools) in the surrounding area are identified and the shading effects are modeled according to standard criteria. Impacts are modeled based on the proposed building heights and building footprints as well as the distance.

Shading impacts are evaluated in accordance with the *City of L.A. CEQA Thresholds Guide (2006)*. Shadows have been modeled and plotted for representative hours during the spring and fall equinoxes and winter and summer solstices. Residential, cultural, educational, and hotel uses where routinely used outdoor recreation areas as well as solar collectors associated with multi-family residences and institutional uses may occur, and where sunlight may be important to physical comfort or function, are considered sensitive uses. The *City of L.A. CEQA Thresholds Guide (2006)* significance criteria apply to the shadows occurring between 9:00 A.M. and 3:00 P.M. during the winter and between

the hours of 9:00 A.M. and 5:00 P.M. during the spring, summer and fall.⁶ Shading patterns are determined for the following periods:

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

The varying and seasonally adjusted daytime hours represent the period of the day in which the expectation of available sunlight exists. For the purpose of establishing the hours in which significant impacts occur, winter is described as occurring during Pacific Standard Time (PST), which occurs between early November and early March, and spring, summer and fall are described as occurring during Pacific Daylight Time (PDT), which occurs between early March and early November.

b. Significance Thresholds

According to the *City of L.A. CEQA Thresholds Guide (2006)*, the determination of significance shall be made on a case-by case- basis, considering the following factors:

Aesthetics/Visual Quality

- The amount of 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;

⁶ Timeframes have been adjusted from those specified in the *L.A. CEQA Thresholds Guide (2006)* to account for the new Daylight Savings time period (second Sunday in March through the first Sunday in November), which went into effect in 2007 (per the Energy Policy Act of 2005) to reduce energy consumption. Prior to this change, the spring equinox occurred within Daylight Standard Time and was therefore subject to shading analysis between the hours of 9:00 A.M. and 3:00 P.M.

- 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, setbacks, signage, or other physical elements;
- The degree to which the project would contribute to the area's aesthetic value; and
- Applicable guidelines and regulations.

Views

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

Light/Glare

- The change in ambient nighttime levels as a result of project sources; and
- The extent to which project lighting would spill off the project site and affect adjacent light-sensitive areas.

Shading

- Whether the project would include light-blocking structures in excess of 60 feet in height above the ground elevation that would be located within a distance of three times the height of the proposed structure to a shadow-sensitive use to the north, northwest, or northeast.

(1) Aesthetics/Visual Quality

Based on the factors set forth in the *City of L.A. CEQA Thresholds Guide (2006)*, the project would have a significant impact on aesthetics/visual quality if:

- The project would substantially alter, degrade or eliminate the existing visual character of the area, including visually prominent existing features or other valued resources;
- The project features would substantially contrast with the visual character of the surrounding area and its aesthetic image; or
- Implementation of the project would preclude the attainment of existing aesthetics regulations or applicable plans.

(2) Views

Based on the factors set forth in the *City of L.A. CEQA Thresholds Guide (2006)*, the project would have a significant impact on views if:

- Project development would substantially obstruct an existing view of a visually prominent resource as viewed from a public street, sidewalk, park, community cultural center, trail, or public vantage point.

(3) Light/Glare

Based on the factors set forth in the *City of L.A. CEQA Thresholds Guide (2006)*, the project would have a significant light and glare impact if:

- Project lighting would substantially alter the character of the off-site areas surrounding the project; or
- Lighting or glare would substantially interfere with the performance of an off-site activity.

(4) Shading

Based on the factors set forth in the *City of L.A. CEQA Thresholds Guide (2006)*, the project would have a significant shading impact if:

- Shadow-sensitive uses would be shaded by project-related structures for more than three hours between the hours of 9:00 A.M. and 3:00 P.M. Pacific Standard

Time (between early November and early March), or more than four hours between the hours of 9:00 A.M. and 5:00 P.M. Pacific Daylight Time (between early March and early November).

c. Project Design Features

As described in Section II, Project Description, of this Draft EIR, the Columbia Square project would provide a vertically integrated mix of uses that will assist in promoting Hollywood as a center of population, employment, retail services and entertainment. Specifically, the project would provide 400 residential units, a 125-room hotel, approximately 380,000 square feet of office space, and 41,300 square feet of retail and restaurant/bar uses (including restaurant/bar use in the hotel) on a 4.68-acre site. Included within these project uses is approximately 105,510 square feet of the 136,233-square-foot Columbia Square Complex that would be rehabilitated to the Secretary of Interior Standards to provide for approximately 91,110 square feet of office uses and 14,400 square feet of retail and restaurant/bar uses.

In addition, a substantial part of the project would include landscaped courtyards, pathways and other open space features connecting the various uses in order to establish a pedestrian-oriented environment within the project vicinity. Amenities for project residents would include fitness and recreation rooms, large central courtyards and gardens, two swimming pools, entertaining patios, sunning areas, and landscaped recreational areas. With the exception of the pocket park located in the northeast corner of the project site (at the corner of Selma Avenue and Gower Street) and the plaza and associated courtyard located within the southern portion of the project site (north and adjacent to Sunset Boulevard), public open space areas would generally be located on the podium level.

Further, the project would include a nine-level parking facility (including three subterranean levels) providing approximately 2,004 parking spaces. The parking facility would be physically integrated with surrounding development within the interior of the site such that it would be surrounded by the residential tower to the west, the townhomes to the north, the office and townhomes to the east, and the existing buildings to the south and therefore, would generally not be visible from surrounding areas. Please refer to Figure II-3 in Section II, Project Description, of this EIR for an illustration of the proposed site plan.

To accommodate the proposed uses, Studio B/C associated with the Columbia Square Complex would be removed.

As discussed in detail in Section IV.F, Land Use, of this Draft EIR, the project would require several discretionary actions affecting the development and design of the project.

These include, but are not limited to: Community Redevelopment Agency (CRA) Board Approval to develop up to 5.42:1 FAR; CRA Board approval of a Owner Participation Agreement; City approval of a Development Agreement; a General Plan Amendment to permit the Regional Center Commercial land use designation in lieu of the existing Commercial Manufacturing designation and to permit a floor area ratio of 5.42:1; approval of a Development Agreement, a Vesting Zone Change and Height District Change to change the existing [Q]C4-1VL-SN Zone to C4-2-SN; multiple conditional use permits (CUP); site plan review; City Planning Commission approval for a phased development; zone variance to permit a restaurant with outdoor eating area not on the ground level; Vesting Tentative Tract Map; and signage approvals.

(1) Proposed Building Design and Placement

Figures IV.A-4, IV.A-5, and IV.A-6 on pages IV.A-23 through IV.A-25 provide illustrations of the project from various vantage points. As shown, the project would introduce a mix of uses with varied building styles and scales and substantial site landscaping. Figure IV.A-7 on page IV.A-26 provides an illustration of the placement and overall massing of the project structures. A description of the various project components is provided below.

As described in Section II, Project Description, the residential component of the project would consist of several buildings ranging in height from eight to 40 stories sited in the northern portion of the site along El Centro Avenue, Selma Avenue, and Gower Street. The top floor of the 40-story residential tower, located in the northwest corner of the project site, would reach a building height of approximately 447 feet, with other elements such as the helipad extending to approximately 487 feet and architectural features extending to approximately 512 feet. Please refer to Figure IV.A-7, wherein the cited building heights represent the top of the uppermost habitable floor (i.e., 447 feet), and the top floor/rooftop features are shown in bulk to illustrate the maximum building height. Town homes would be located within the eight-story building located along Selma Avenue, as well as on the top two stories (7th floor and 8th floor) of the eight-story building fronting Gower Street, above proposed office uses.

The project's hotel component would comprise the first seven stories (75 feet in height) of the residential tower located along El Centro Avenue just south of and below the residential tower. Amenities including a swimming pool and landscaped recreational areas for guests would be provided on the podium level.

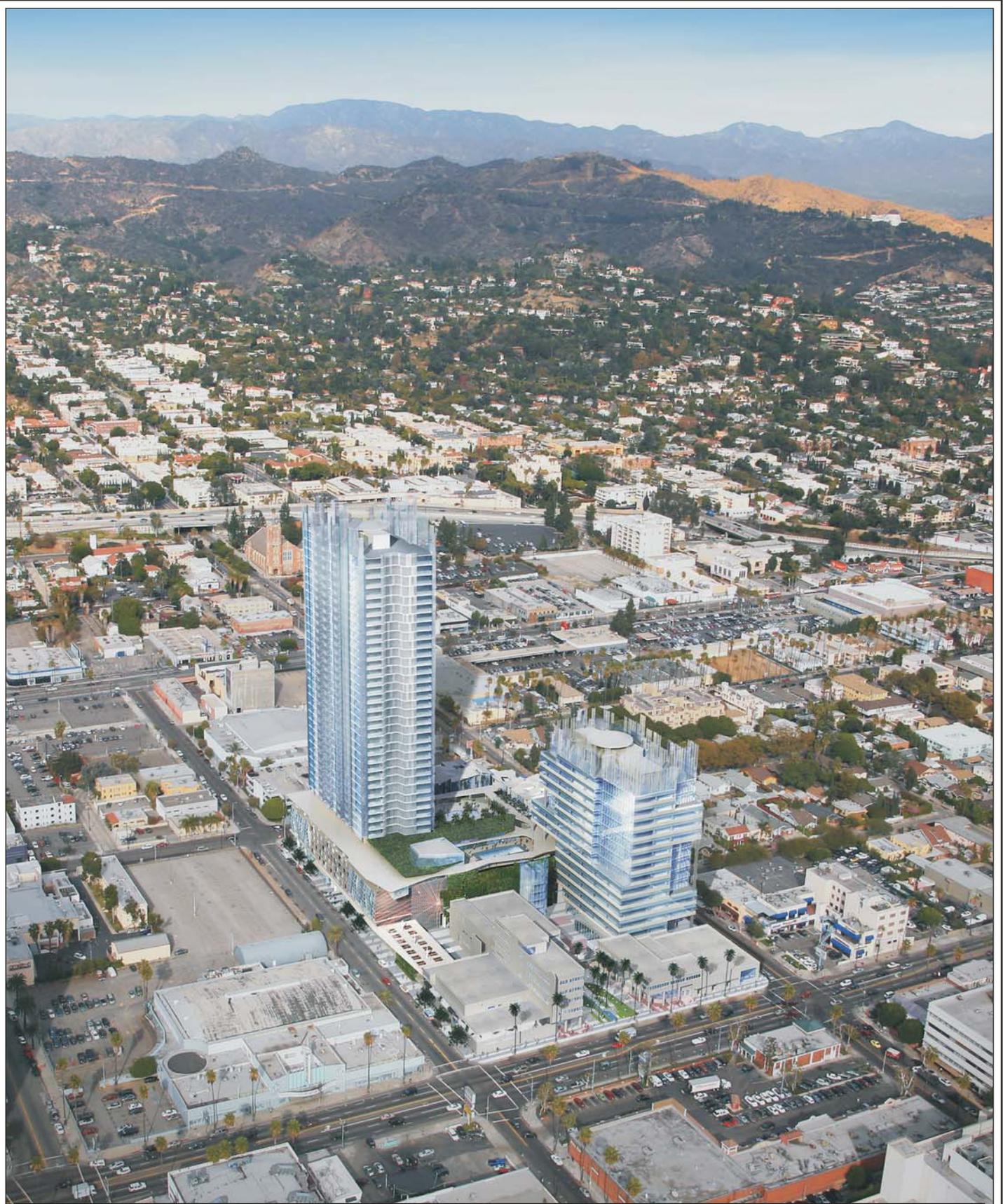
The proposed office uses would be located within buildings ranging in height from one to 14 stories, located primarily in the southern portion of the project site along El Centro Avenue, Sunset Boulevard, and Gower Street. A 14-story high-rise office



Columbia Square



Figure IV.A-4
Conceptual Project Development
Sunset Boulevard



Columbia Square



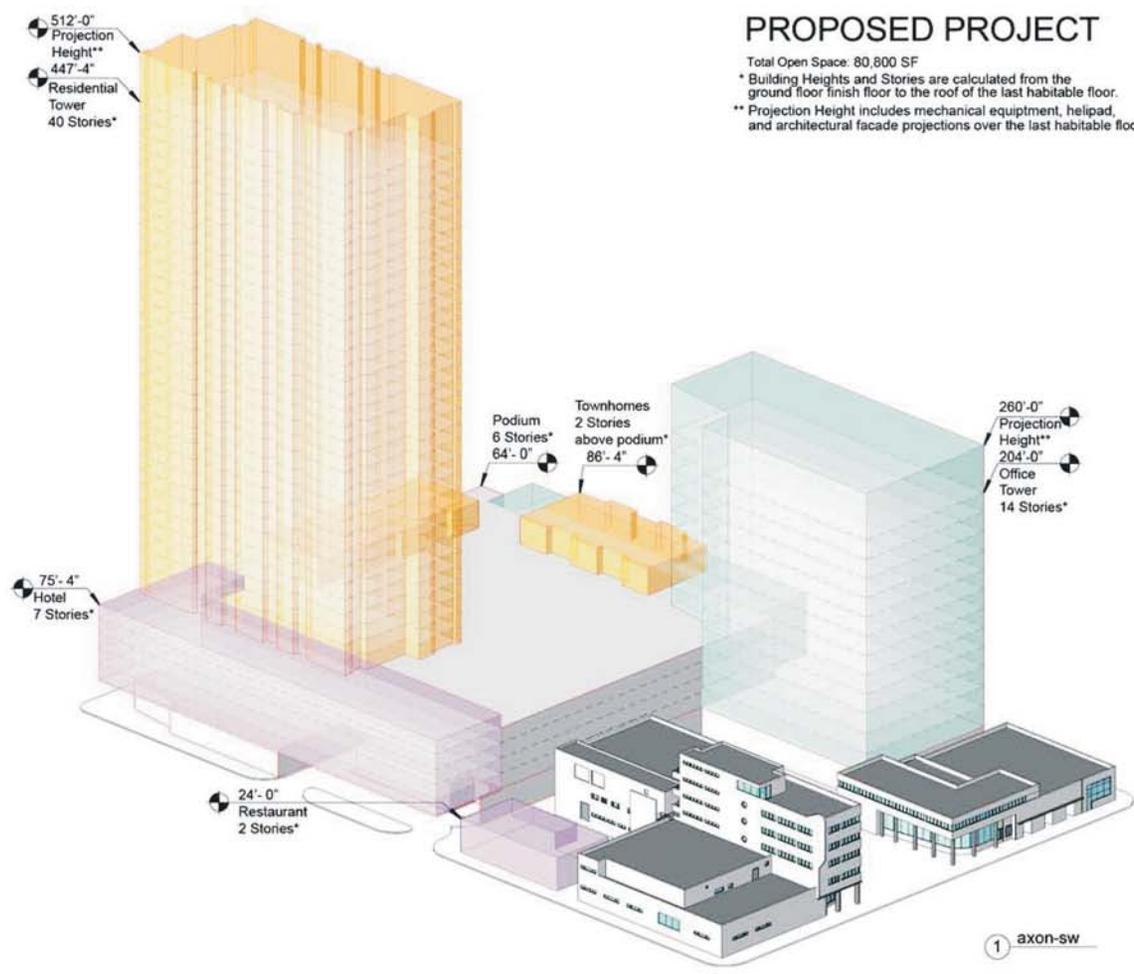
Figure IV.A-5
Conceptual Project Development
Aerial View



Columbia Square



Figure IV.A-6
Conceptual Project Development
Selma Avenue and Gower Street



Columbia Square

Figure IV.A-7
Building Massing Diagram



building would be located near the southeast corner of the site along Gower Street and would be approximately 204 feet tall, with other elements such as the helipad extending to approximately 224 feet and rooftop equipment extending to approximately 260 feet. In addition, office uses would be located on the first six floors of the eight-story building proposed along Gower Street, described above. The existing Radio Building, Studio A, and Television Building of the Columbia Square Complex fronting Sunset Boulevard would remain and would be rehabilitated for some office use as shown on Figure II-3 in Section II, Project Description.

Retail uses and a café would be located on the ground floor of the 14-story office building. A two-story restaurant is also proposed near the southwest portion of the project site along El Centro Avenue adjacent to the hotel porte-cochere. In addition, retail and restaurant/bar uses would be provided as part of the hotel on the ground-floor and on the podium level (7th floor) of the residential tower. The location of the pedestrian-oriented retail uses and café on the ground level of the proposed office building, as well as the proposed ground level retail and two-story restaurant, would complement the off-site commercial, retail, and office uses located along Sunset Boulevard, Gower Street, and El Centro Avenue.

The project would also include a nine-level parking facility with 2,004 parking spaces, located within the central portion of the site. The three lower levels of the parking facility would be subterranean, while the six upper levels would begin at ground level and form the podium upon which the residential tower and town homes would be located (the podium level would thus comprise the 7th floor of proposed development). Vehicular access to the parking facility would be provided at El Centro Avenue, Selma Avenue, and Gower Street. As previously mentioned, the parking structure would be physically integrated with surrounding development within the interior of the site such that the structure would be surrounded by the residential tower to the west, town homes to the north, and office uses and town homes to the east and, therefore, generally would not be visible from off-site locations.

(2) Rehabilitation of Existing Buildings

As part of the project, three of the four existing Columbia Square Complex buildings (or approximately 105,510 square feet of the 136,233-square-foot Complex) would be rehabilitated to provide for approximately 91,110 square feet of office uses and 14,400 square feet of retail and restaurant/bar uses. Rehabilitation of the Radio Building (1st Wing), Studio A (2nd Wing), and the Television Building (3rd Wing), as well as the Sunset Courtyard (discussed further below), would conform to the Secretary of the Interior Standards. The functionality of the rehabilitated structures would be fully integrated with that of the other structures proposed on-site, and extensive landscaping, open space, and pedestrian links would be introduced to connect and integrate all elements of the project.

To this end, the project has been designed to acknowledge the history of the site while building on it for the future. The fourth building that houses Studio B/C would be removed and replaced by the 14-story office building along Gower Street.

(3) Architectural Design and Materials

The project would be designed to provide visual interest through variations in building height, bulk, massing, and design. The site layout and architectural style of the new structures, featuring clean lines and a contemporary urban architecture, are intended to complement the Columbia Square Complex buildings that will remain. The project design also reflects a transition in building height with regard to the existing historic structures and the surrounding neighborhood's character. The transitional heights of the project would maintain the existing low-rise buildings in the southern portion of the site, permit mid- to high-rise buildings throughout the central and northern portions of the site, and concentrate the tallest component of the project in the northwest corner of the site, furthest from Sunset Boulevard, the remaining Columbia Square Complex buildings, and existing off-site residential uses to the east. The location of the office tower, situated behind (north of) one of the existing Columbia Square Complex buildings on Sunset Boulevard, would retain and respect the project site's historic façades along Sunset. Additionally, the driveways along Gower Street would not align with Harold Way to the east, thus discouraging project traffic from using the nearby residential streets to access the site. Further, the project would align the proposed buildings in a way that permits a variety of long-range views for building occupants.

The proposed buildings would be treated with contrasting but complementary colors, building plane variations, a variety of building materials, planters, and other landscape elements. Multiple surface reliefs and architectural extensions would also be incorporated into the buildings' façades, including parapets and varied rooflines. Architectural materials would likely include items such as varying spandrel glass, clay/terracotta rain screen tiles, stainless steel cable balcony railing, and architectural smooth finish concrete. In addition, rooftop architectural/screening features would be used to obscure rooftop equipment such as mechanical structures, satellite dishes, and the required helipad from view.⁷

⁷ *Division 118 of the Los Angeles Fire Code requires a rooftop emergency helicopter landing facility for all new high-rise buildings greater than 75 feet in height.*

(4) Recreation, Open Space, and Landscape Plan

The project would provide substantial open space, landscaping and amenities for project residents, guests and tenants, as well as for the general public. Publicly accessible landscaped open space would consist of two public courtyards and a pocket park on the ground level. One of the public courtyards would consist of the existing courtyard (Sunset Courtyard) fronting Sunset Boulevard that is a part of the Columbia Square Complex. As part of the project, this courtyard would be renovated, re-landscaped, and reintroduced as a new pedestrian-oriented amenity for the greater community. More specifically, the new courtyard would connect to other green spaces on-site and create a walkable district, enabling residents and visitors to walk through and enjoy a vast majority of the project site. The second courtyard would be located at the northwest corner of the site and would be enhanced with pedestrian pathways and accent paving. The pocket park would be located in the northeast portion of the project site (at the corner of Selma Avenue and Gower Street). Additional amenities provided for project residents and/or guests would include fitness and recreation rooms, large central courtyards and gardens on the podium level, two swimming pools, entertaining patios, and sunning areas. Overall, the project would provide a total of approximately 76,400 square feet of open space consisting of approximately 59,000 square feet of active and passive common open space and approximately 17,400 square feet of private open space, amounting to approximately 40 percent of the project site.

Landscape plans for the ground and podium levels are provided in within Section II, Project Description. As shown, landscaping including ornamental trees would be provided along the perimeter of the site as well along pedestrian walkways integrated throughout the project site. In addition, the plaza along Sunset Boulevard, as well as the podium level adjacent to the two proposed swimming pools would be landscaped. The ground level of nearly all of the buildings would include pedestrian links to the surrounding environs, as well as to the interior common recreation areas. Multiple access points and a mix of landscaped public and private open space, including several courtyards and the pocket park, would connect and integrate all elements of the project. Pathways will be defined and open to pedestrians traversing the block or connecting to elements within it. The proposed landscape plans would provide for an estimated 19 percent increase in landscaped area on-site compared to existing conditions, thereby increasing green space and pervious surface area.⁸

⁸ *This increase takes into account landscaping/pervious open space both on the ground level (22,210 square feet or approximately 11 percent of the lot area) and the podium level (19,970 square feet or approximately 10 percent of the lot area), for a project total of 42,180 square feet of potentially pervious landscaping or approximately 21 percent of the total project site area. The project site currently includes 1.8 percent of pervious landscaping. Thus, the project would result in an estimated 19 percent increase in landscaped area on-site.*

(5) Signage and Lighting

As discussed above, the Hollywood Signage Supplemental Use District (Ordinance No. 176172) was enacted to acknowledge and promote the continuing contribution of signage to the distinctive aesthetic of Hollywood Boulevard, as well as control the blight created by poorly placed and badly designed signs throughout the Hollywood area. The project is located within and is thus subject to the HSSUD. Proposed signage would include general ground level and wayfinding pedestrian signage, as permitted per the HSSUD and CRA's Design for Development for Signs in Hollywood. The seven existing backlit wall signs attached to the Columbia Square Complex buildings are anticipated to be replaced with wall art, located along the building façades near the corner of Sunset Boulevard and El Centro Avenue, as illustrated in Figure IV.A-4. In addition, an artistic wall element may be introduced along the southern façade of the proposed hotel, as also illustrated in Figure IV.A-4. Any such signage would comply with all applicable regulatory requirements, including those set forth in the HSSUD, DFD, and/or the City's sign ordinance (Los Angeles Building Code, Chapter 62). The existing 53-square-foot pole sign located on-site would be removed as part of the project. The total area of project signage would be well within the permitted area of four square feet per foot of street frontage, which allows for approximately 7,500 square feet of signage on-site.

Project lighting would include low-level exterior lights adjacent to buildings and along pathways for security and wayfinding purposes. In addition, outdoor lighting associated with future studio use could be utilized on occasion at the site. Low-level lighting to accent signage, architectural features, and landscaping elements would also be incorporated throughout the site. On-site exterior lighting would be shielded or directed toward areas to be lit to limit spill-over onto adjacent residential uses. All new street and pedestrian lighting within the public right-of-way would comply with applicable City regulations and would be approved by the Bureau of Street Lighting in order to maintain appropriate and safe lighting levels on both sidewalks and roadways while minimizing light and glare on adjacent properties.

d. Analysis of Project Impacts

(1) Aesthetics/Visual Quality

(a) Short-term Construction

Construction activities generally cause a contrast to and disruption in the general order and aesthetic character of an area. During construction, the project site's visual appearance would be altered due to the removal of existing structures, site preparation and grading, and the construction of project buildings and landscaping. Additionally, equipment

and materials may be staged on-site and temporary facilities, such as portable toilets and construction offices, may be located on-site. Construction activities for the project would be visible to adjacent land uses as well as pedestrians and motorists on adjacent streets. Temporary fencing would be placed along the periphery of the site to screen much of the on-site construction activity from view from the street level.

Project construction activities may require the removal of several mature street trees bordering the site, which would reduce the visual quality of adjacent streets during the construction period. However, the project's proposed landscape plan would replace all removed street trees and increase overall landscaping features. Since the loss of street trees would be temporary and such trees would ultimately be replaced, the removal of street trees during construction would not substantially alter, degrade or eliminate the existing visual character of the area.

Visible construction activities would also include truck traffic to and from the site. However, the impact of construction trucking would not significantly impact the visual quality of the area, since the local major roadways are intended to accommodate a range of vehicle types, including trucks incidental to construction and deliveries. Furthermore, construction-related visual impacts would only occur on a short-term basis. Thus, with incorporation of Mitigation Measure A-1, construction-related visual quality impacts would be less than significant.

(b) Operation

Implementation of the project would replace Studio B/C and the associated surface parking lot with a denser configuration of new buildings integrated by landscaped courtyards and pedestrian walkway areas. As shown in Figures IV.A-4 through IV.A-6, the project would provide a mixed-use site with varied residential, business, and community-serving commercial uses. As described in Section IV.F, Land Use, the project's uses would be compatible with the residential uses to the northeast and east of the site, as well as the surrounding commercial uses along Sunset Boulevard and other neighboring streets. The project's extensive landscaping, particularly within the renovated courtyard along Sunset Boulevard, would enhance the appearance of the site and, in conjunction with ground floor retail uses throughout the site, would promote pedestrian activity in the area. Furthermore, the project's increase in density and building height would be in character with the area given the nature of other new high-density development recently completed and/or underway throughout the vicinity. Thus, the project would not degrade the visual character of the project site. Nonetheless, the project would substantially alter some of the valued visual resources on-site and would introduce elements that contrast with the current aesthetic image of the site and neighborhood, as discussed further below.

As previously described, the existing Columbia Square Complex buildings are considered historic resources under CEQA. As discussed in Section IV.C, Historic Resources, of this Draft EIR, the removal of Studio B/C (4th Wing) of the Columbia Square Complex constitutes a significant adverse change to a historic resource. However, the Radio Building, Television Building, and Studio A along Sunset Boulevard would be rehabilitated in accordance with the Secretary of Interior Standards. As also discussed in Section IV.C, Historic Resources, the location of the new office building that would replace Studio B/C would not provide adequate distance from the remaining historic buildings. The size and scale of the office building would significantly alter historic spatial relationships and the experience of the Columbia Square Complex from its public spaces. As such, the contrast in size and scale introduced by project development relative to the existing historic buildings on-site would be considered a significant aesthetic impact.

The proposed improvements to the Sunset Courtyard along Sunset Boulevard would conform to the Secretary of the Interior Standards and would be considered a beneficial impact relative to aesthetics as this courtyard would be renovated, re-landscaped, and reintroduced as a new pedestrian-oriented amenity for the greater community, thus enhancing the appearance of the site. The new courtyard would connect to other green spaces on-site and create a walkable district, enabling residents and visitors to walk through and enjoy much of the project site. Aesthetic impacts associated with renovation of the Sunset Courtyard would therefore be less than significant.

The project would include attractive lighting, for purposes of providing security and aesthetic enhancements, while also being sensitive to nearby properties (refer to the analysis of lighting impacts later in this section for further discussion). Additionally, the substantial increase in landscaping and the creation of pedestrian paths throughout the site would improve the character of the site. While the existing sense of openness embodied within the central portion of the site would be eliminated, the current parking lot is not a natural open space and therefore, its redevelopment does not constitute the removal of a valued visual resource. Further, the project would create new open spaces with landscaping, particularly on the podium level where a recreation area and amenities would be provided for project residents and guests.

Relative to surrounding development, as previously discussed, a somewhat non-cohesive visual character is evident throughout the project area due to the eclectic nature of existing land uses and their associated variations in architecture, building heights and materials. Further, the project area continues to grow and transform, with new and ongoing development incorporating dense mixed uses with mid- and high-rise buildings. Nonetheless, given the proximity of the Selma-La Baig Historic District, which consists of a neighborhood of primarily one-story single-family Craftsman style residences, project development would introduce a substantial degree of contrast with the aesthetic image associated with the nearby historic district. More specifically, the greater size, scale, mass

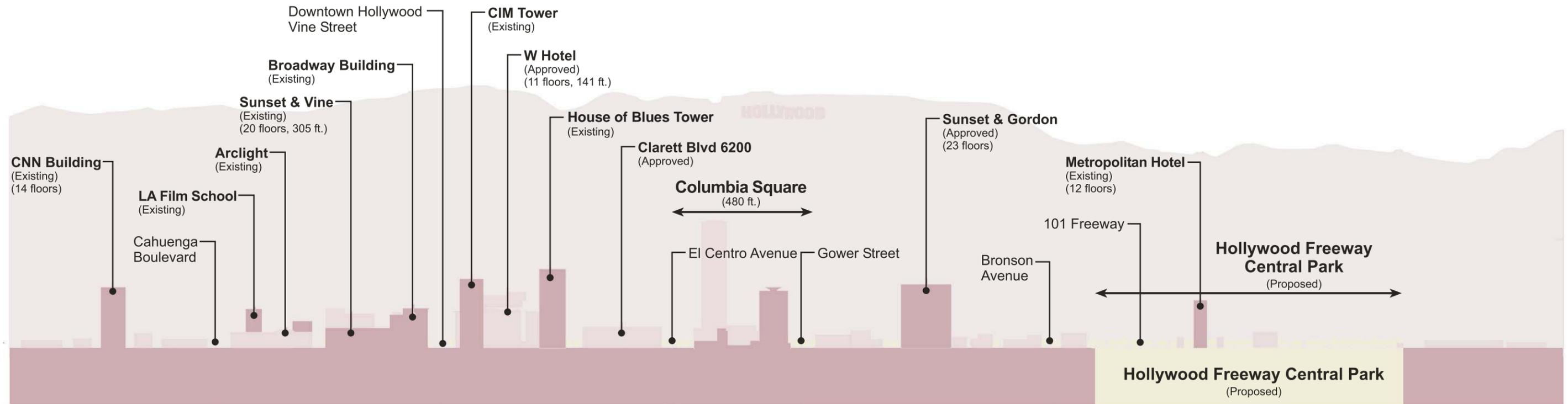
and density of the project would be highly visible from various streets and properties to the east, including those within the district (Harold Way, Selma Way, and La Baig Avenue), thus altering the visual context of the neighborhood (refer to the photo simulations in the views analysis below for further details). Presently, due to the low profile of much of the surrounding context, the visual character of the historic district is still predominant and intact. As such, the visual contrast introduced by the project relative to the adjacent residential neighborhood would be considered a significant aesthetic impact.

Despite the increase in building height and density, the project would not contrast sharply with surrounding commercial and mixed-use development or other more distant properties. Refer to Figure IV.A-8 on page IV.A-34 and Figure IV.A-9 on page IV.A-35 for silhouette drawings of the project in the context of the neighboring Hollywood skyline. Figure IV.A-8 depicts the project and surrounding properties along an east-west axis, as viewed looking north, and demonstrates that while the height of the residential tower would be evident, the proposed building massing and density would not differ substantially from other nearby developments. Similarly, in Figure IV.A-9, taken along a north-south axis and viewed to the west, the bulk and density of the project appears compatible with that of surrounding properties. The project's vertical vernacular would provide a transition between the surrounding commercial uses while allowing for a higher density development within the site. The project would be designed to provide substantial and striking visual interest, since all of the buildings would vary in height, bulk and massing, thus creating an identity that is distinctive yet compatible with surrounding uses. The project would also incorporate design elements with an architectural theme that complements the existing character of the Sunset Boulevard commercial corridor. Further, project parking has been designed in a manner that would render it generally hidden from off-site public views, with the exception of driveway entrances and exits. As such, the aesthetic impact of the project relative to surrounding commercial and mixed use development would be less than significant.

(c) Consistency with Regulatory Framework

(i) General Plan Framework and Hollywood Community Plan

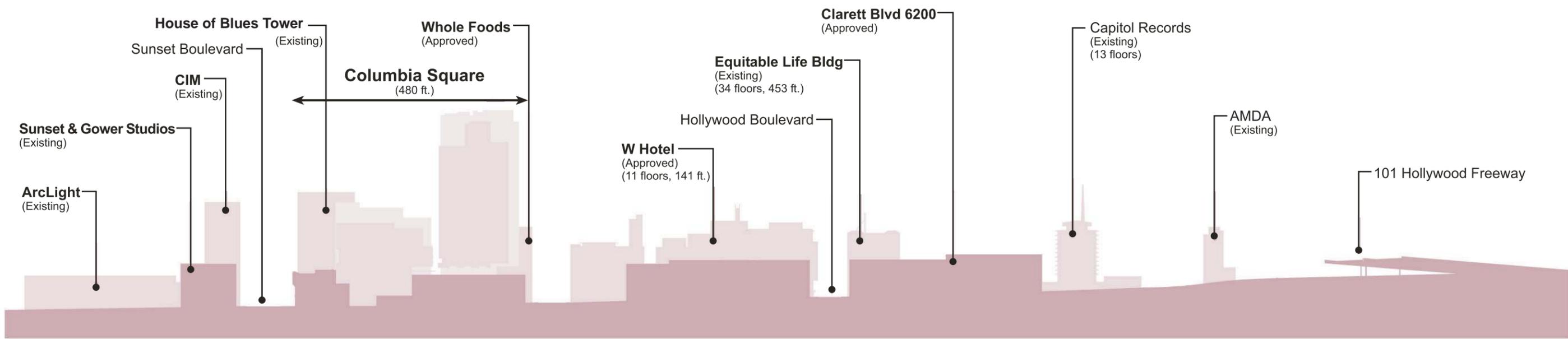
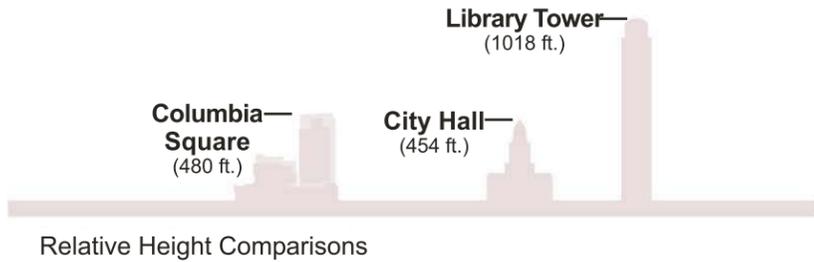
As shown in Table IV.A-1 on page IV.A-36, the project would be consistent with applicable policies set forth in the City's General Plan Framework. Specifically, the project would: introduce new development, contemporary architecture, and modern amenities within an older site; promote pedestrian activity by creating a mixed-use site; enhance the livability of the neighborhood by renovating the site, specifically by removing an existing surface parking lot and introducing a synergistic mix of uses, including office, retail, residential, and hotel uses; and relandscaping elements of the public realm. Additionally, the project would support Community Plan objectives to promote the Hollywood Center, in which



View looking north, "Sunset Studio District" and Hollywood Hills.

Columbia Square

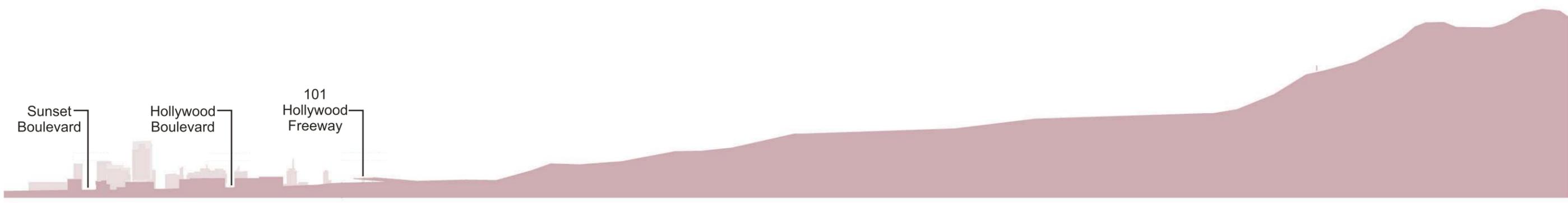
Hollywood



View looking west, "Downtown Hollywood" beyond (Vine Street).

Columbia Square

Hollywood



"Downtown Hollywood" and Hollywood Hills.



Columbia Square
Figure IV.A-9
 Hollywood Skyline
 Downtown Hollywood (West View)

Source: Roschen Yan Cleve Architects, 2008

**Table IV.A-1
Consistency of the Project with Applicable Provisions
of the General Plan Framework**

Goal/Objective/Policy	Analysis of Project Consistency
Land Use Chapter	
<p>Goal 3L: Districts that promote pedestrian activity and provide a quality experience for the City's residents.</p>	<p>Consistent. The project would improve the existing pedestrian environment by creating a mixed-use development with street frontage improvements. The project's design would include outdoor walkways, public courtyards and a garden, as well as common spaces incorporating landscaping and open space amenities, to encourage pedestrian activity.</p>
Urban Form and Neighborhood Design Chapter	
<p>Policy 5.2.2: Encourage the development of centers, districts, and selected corridor/boulevard nodes such that the land uses, scale, and built form allowed and/or encouraged within these areas allow them to function as centers and support transit use, both in daytime and nighttime (see Chapter 3: Land Use). Additionally, develop these areas so that they are compatible with surrounding neighborhoods, as defined generally by the following building characteristics.</p> <p>c. The built form of regional centers will vary by location. In areas such as Wilshire and Hollywood Boulevards, buildings will range from low- to mid-rise buildings, with storefronts situated along pedestrian-oriented streets. In areas such as Century City and Warner Center, freestanding high rises that are not pedestrian-oriented characterize portions of these centers. Nevertheless, regional centers should contain pedestrian-oriented areas, and incorporate the pedestrian-oriented design elements defined in Policy 5.8.1 and Policies 3.16.1 - 3.16.3.</p>	<p>Consistent. As discussed in Section IV.F, Land Use, the project site is located within a designated Regional Center area which serves as "a focal point of regional commerce, identity and activity, containing a diversity of uses." The project would enhance this designation through the creation of a mixed-use development with low-, mid- and high-rise buildings integrated with pedestrian amenities such as outdoor walkways, public courtyards and a garden in order to create a vibrant community. Further, the project's location in proximity to public transit would provide opportunities for the use of alternative modes of transportation.</p>
<p>Objective 5.5: Enhance the livability of all neighborhoods by upgrading the quality of development and improving the quality of the public realm.</p>	<p>Consistent. The project would provide a mixed-use site with varied residential, business, and community-serving commercial uses. The project would also include landscaped courtyards and other open space areas to serve the recreational needs of residents and guests.</p>

**Table IV.A-1 (Continued)
Consistency of the Project with Applicable Provisions
of the General Plan Framework**

Goal/Objective/Policy	Analysis of Project Consistency
<p>Policy 5.7.1: Establish standards for transitions in building height and for on-site landscape buffers.</p>	<p>Consistent. The project design reflects a transition in building height with regard to the existing historic structures and the surrounding neighborhood’s character. The transitional heights of the project would maintain the existing low-rise buildings along Sunset Boulevard and concentrate the tallest component of the project in the northwest corner of the site, furthest from Sunset Boulevard, the remaining Columbia Square Complex buildings, and existing off-site residential uses to the east. Additionally, landscaping would be used throughout open space areas on the ground and podium levels to foster an inviting pedestrian environment.</p>
<p>Objective 5.8: Reinforce or encourage the establishment of a strong pedestrian orientation in designated neighborhood districts, community centers, and pedestrian-oriented subareas within regional centers, so that these districts and centers can serve as a focus of activity for the surrounding community and a focus for investment in the community.</p>	<p>Consistent. The project would include landscaped pedestrian walkways and courtyards throughout the site for the general public as well as project residents/guests. In particular, the existing Sunset Courtyard fronting Sunset Boulevard that is a part of the Columbia Square Complex would be renovated and reintroduced as a new pedestrian-oriented amenity for the greater community, connecting to other green spaces on-site and creating a walkable district. The project would include the development of new residential units, a hotel, offices, and community-serving retail and restaurant uses. This proposed mix of uses would facilitate pedestrian access to local shopping and dining opportunities for project residents and visitors. Further, the integrated mix of uses will assist in promoting Hollywood as a center of population, employment, retail services, and entertainment.</p>
<p>Policy 5.8.1: Buildings in pedestrian-oriented districts and centers should have the following general characteristics:</p> <ul style="list-style-type: none"> a. An exterior building wall high enough to define the street, create a sense of enclosure, and typically located along the sidewalk; b. A building wall more-or-less continuous along the street frontage; c. Ground floor building frontage designed to accommodate commercial uses, community facilities, or display cases; 	<p>Consistent. Although the site is not formally designated as a pedestrian-oriented district, the project would incorporate those characteristics typical of such districts and thus would improve the pedestrian environment in the area. Specifically, the project would introduce mid- and high-rise buildings with continuous walls that create a sense of enclosure along the street frontage; provide for retail store fronts and other community-serving uses at the ground level; provide sufficient lighting to create an attractive and safe environment; include structured parking within the interior of the site such that parking areas would generally not be visible from the street; and incorporate pedestrian links to connect and integrate all elements of the project. Bicycle</p>

**Table IV.A-1 (Continued)
Consistency of the Project with Applicable Provisions
of the General Plan Framework**

Goal/Objective/Policy	Analysis of Project Consistency
<ul style="list-style-type: none"> d. Shops with entrances directly accessible from the sidewalk and located at frequent intervals; e. Well lit exteriors fronting on the sidewalk that provide safety and comfort commensurate with the intended nighttime use, when appropriate; f. Ground floor building walls devoted to display windows or display cases; g. Parking located behind the commercial frontage and screened from view and driveways located on side streets where feasible; h. Inclusion of bicycle parking areas and facilities to reduce the need for vehicular use; and i. The area within 15 feet of the sidewalk may be an arcade that is substantially open to the sidewalk to accommodate outdoor dining or other activities. 	<p>racks would be provided for public use, and outdoor seating would also be available in conjunction with the commercial uses.</p>
<p>Policy 5.8.2: The primary commercial streets within pedestrian-oriented districts and centers should have the following characteristics:</p> <ul style="list-style-type: none"> a. Sidewalks: 15-17 feet wide (see illustrative street cross-sections). b. Mid-block medians (between intersections): landscaped where feasible. c. Shade trees, pruned above business signs, to provide a continuous canopy along the sidewalk and/or palm trees to provide visibility from a distance. d. Pedestrian amenities (e.g., benches, pedestrian-scale lighting, special paving, window boxes and planters). 	<p>Consistent. Although the project site is not located within a designated pedestrian-oriented district, the project would meet many of the listed criteria under this policy pertaining to sidewalks, shade trees, and pedestrian amenities. The streets surrounding the project site do not contain mid-block medians and therefore, this particular criterion would not apply.</p>

**Table IV.A-1 (Continued)
Consistency of the Project with Applicable Provisions
of the General Plan Framework**

Goal/Objective/Policy	Analysis of Project Consistency
<i>Open Space and Conservation Chapter</i>	
<p>Policy 6.4.4: Consider open space as an integral ingredient of neighborhood character, especially in targeted growth areas, in order that open space resources contribute positively to the City's neighborhoods and urban centers as highly desirable places to live (see Chapter 5: Urban Form and Neighborhood Design).</p>	<p>Consistent. As previously discussed, the project would include landscaped courtyards, pathways and other open space features connecting the various uses in order to establish a pedestrian-oriented environment within the project vicinity. Specifically, the project would include two public courtyards, a pocket park, and a recreational area on the podium level for resident/guest use with a swimming pool, entertaining patios, and sunning areas, collectively totaling approximately 76,400 square feet of active and passive recreation and open space. Landscaping would also be provided along the perimeter of the site as well along pedestrian walkways throughout the site.</p>
<p><i>Note: Project consistency with additional General Plan Framework goals, objectives, and policies is analyzed in Section IV.F, Land Use, of this Draft EIR.</i></p> <p><i>Source: Matrix Environmental, 2009.</i></p>	

the site is located, as the focal point of the Hollywood Community. Although, as discussed above, the project's size, scale and density would contrast with nearby residential development (particularly the Selma-La Baig Historic District) and result in a significant aesthetic impact, the land uses introduced by the project would be compatible with surrounding development, including adjacent residential areas, as discussed in Section IV.F, Land Use. Further, the project would include substantial open space areas throughout the site, thus supporting the Community Plan's goal of conserving open space. As such and based on the analysis provided below, the impact of the project relative to consistency with applicable policies in the General Plan Framework and Hollywood Community Plan would be less than significant. A detailed discussion of project consistency with additional General Plan Framework and Community Plan policies is provided in Table IV.F-1 and Table IV.F-2 within Section IV.F, Land Use, of this Draft EIR.

(ii) City of Los Angeles Walkability Checklist for Site Plan Review

Project consistency with the City's Walkability Checklist is provided in Table IV.A-2 on page IV.A-41. As shown, the project would comply with applicable design elements to foster a vibrant and visually appealing pedestrian environment. Specifically, the project would be designed to provide visual interest through variations in building height, bulk, massing, and design. The proposed buildings would be treated with contrasting but complementary colors, building plane variations, a variety of building materials, planters, and other landscape elements. Multiple surface reliefs and architectural extensions would also be incorporated into the buildings' façades, including parapets and varied rooflines. The project would also provide access points and a mix of landscaped public and private open space, including courtyards, to connect and integrate various elements of the site. Pedestrian pathways would be defined throughout the site to traverse the block and link some of the project elements within it. In summary, the project would incorporate the design elements specified within the Walkability Checklist for Site Plan Review, and associated project impacts would be less than significant.

(iii) Los Angeles Municipal Code

As discussed above, the project site is currently zoned [Q]C4-1VL-SN. As part of the project, the Applicant is requesting a Vesting Zone Change and Height District Change to C4-2-SN.⁹ As the proposed Height District Change would allow unlimited building

⁹ *In conjunction with this approval, the Applicant is also requesting a General Plan Amendment to permit the Regional Center Commercial land use designation in lieu of the existing Commercial Manufacturing designation and to permit a floor area ratio of 5.42:1 pursuant to Hollywood Community Plan's policies with regard to Section 506.2.3 of the Hollywood Redevelopment Plan. Please refer to Section IV.F, Land Use, for further discussion.*

**Table IV.A-2
Consistency of Project with Design Elements of the
Walkability Checklist for Site Plan Review**

Design Elements	Analysis of Project Consistency
<i>Building Orientation</i>	
<p>The primary entrance for pedestrians should be at grade level from the public way and be easily accessible from transit stops, with as direct a path as possible to the transit stop. Retail establishments should maintain at least one entrance from the public way with doors unlocked during regular business hours.</p>	<p>Consistent. Ground level entrances would be provided for each of the existing and proposed buildings, with direct access to the street frontages and public courtyards proposed on-site. In order to foster a pedestrian environment, ground floor retail and restaurant uses would be provided within the existing one- and two-story buildings, the new 14-story office building, and within the proposed hotel, as well as on the podium level of the residential tower.</p>
<p>For residential entrances to individual units on all streets, and especially on commercial streets, a transition from the street/sidewalk to the front door should be created, such as grade separation, landscaping, and/or porches without negatively affecting the street wall.</p>	<p>Consistent. Private entrances to individual residential units on Selma Avenue and Gower Street would provide grade separation and landscaping that would not affect any street wall.</p>
<p>The main pedestrian entrance should be configured to be fully accessible per the ADA, such that an auxiliary approach for persons with mobility limitations (such as a ramp next to the main path to the primary entry) would not be necessary. For example, when the main finish elevation of the building is at an elevation above or below the finish elevation of the sidewalk, then the path into the building entry is a straight line perpendicular to a straight street (or radically to a curved street) that is accessible to persons with disabilities.</p>	<p>Consistent. The project would meet all Americans with Disabilities Act (ADA) requirements. In general, building entrances would be provided at grade level.</p>
<p>Especially on long blocks, passageways or paseos should be incorporated into mid-block developments which facilitate pedestrian movement through the depth of the block to the front of the next parallel block, such that pedestrians need not walk the circumference of a block in order to access the middle of the next parallel block or alley or parking behind the block.</p>	<p>Consistent. As previously described, the project would include multiple access points and a mix of landscaped public and private open space, including several courtyards, to connect and integrate all elements of the site. Pedestrian pathways would be defined throughout the site to traverse the block and link the various project elements within it. The ground level of nearly all of the buildings would include pedestrian links to the surrounding environs, as well as to the interior common recreation areas.</p>

Table IV.A-2 (Continued)
Consistency of Project with Design Elements of the
Walkability Checklist for Site Plan Review

Design Elements	Analysis of Project Consistency
<p>Where incorporated, mid-block passageways or paseos should be active, visually interesting spaces, and safe. Activities could include: building entrances; windows; seating; dining; water features; kiosks; vending or displays. Visually interesting features could include: colors; textures; architectural elements; public art; pedestrian-level lighting.</p>	<p>Consistent. Pedestrian pathways would be defined throughout the site to traverse the block and/or connect and integrate the various project elements within it, including landscaped courtyards, a pocket park, and some of the community-serving retail and restaurant uses on-site. Such areas would be intelligently designed to foster a pedestrian-friendly atmosphere.</p>
<p><i>Building Frontage</i></p>	
<p>The façade should include a variety of features such as: a combination of different textures, colors and materials; distinctive architectural features; display windows; signage; setbacks and differentiated massing; rooflines; shade and shadow textures.</p>	<p>Consistent. The proposed buildings would be treated with contrasting but complementary colors, building plane variations, a variety of building materials, planters, and other landscape elements. Multiple surface reliefs and architectural extensions would also be incorporated into the buildings' façades, including parapets and varied rooflines. Architectural materials would likely include varying spandrel glass, clay/terracotta rain screen tiles, stainless steel cable balcony railing, and architectural smooth finish concrete.</p>
<p>Upper floors should be differentiated from the ground floor.</p>	<p>Consistent. Building plane variations and the incorporation of multiple surface reliefs and architectural extensions in building façades would serve to differentiate the lower and upper levels of the proposed buildings. The ground floor level of some buildings may also feature recessed entrances with building overhangs and decorative columns to provide façade differentiation and facilitate pedestrian traffic flow. Refer to Figures IV.A-4 through IV.A-20 provided through this analysis for conceptual illustrations of the proposed structures.</p>
<p>There should be no blank walls. Walls should be interesting facades by incorporating a combination of elements such as: sculpted, carved or penetrated wall surface; planters; murals; mosaics; public art; awnings; lighting.</p>	<p>Consistent. As described, the proposed buildings would be treated with building plane variations, a variety of building materials, planters, and other landscape elements. Multiple surface reliefs and architectural extensions would also be incorporated into the buildings' façades, including parapets and varied rooflines. The existing buildings to remain would be rehabilitated with elements incorporated according to the Secretary of the Interior Standards for Rehabilitation.</p>

Table IV.A-2 (Continued)
Consistency of Project with Design Elements of the
Walkability Checklist for Site Plan Review

Design Elements	Analysis of Project Consistency
The building frontage should include overhead architectural features, such as awnings, canopies, trellises or cornice treatments.	Consistent. The ground floor level of some buildings may feature recessed entrances with building overhangs and decorative columns to provide façade differentiation and facilitate pedestrian traffic flow. Refer to Figures IV.A-4 through IV.A-20 provided throughout this analysis for conceptual illustrations of the proposed structures.
Any spaces created by setbacks, building cut-offs and/or breaks in exterior walls should be turned into active spaces, such as active plazas or courtyards (activities could include: dining; seating; water features; kiosks; vending or displays). Where appropriate given the character of the street and a sidewalk that is narrower than desired, the setback should be increased to create more space for such active plazas or courtyards and/or additional pedestrian amenities or landscaping.	Consistent. As previously discussed, landscaped courtyards, pedestrian pathways, and a garden would be provided throughout the site. The ground floor level of some buildings may feature recessed entrances with building overhangs and decorative columns to provide façade differentiation and facilitate pedestrian traffic flow. In addition, outdoor seating would be provided in conjunction with commercial uses.
Where there are breaks or openings in the ground floor building façade, architectural features should be applied to create continuity across the break(s).	Consistent. As described throughout this analysis, the project would be designed to maximize visual interest and the pedestrian experience. Complementary architectural materials would be utilized throughout the project site to provide for continuity.
The building should be placed at the front property line or at the required setback; that is, the building should not be set back further than the required setback in order to be as close as possible to the front property line and maintain a strong street wall.	Consistent. Per LAMC requirements for C4-zoned properties, setbacks are not required for commercial buildings, and only that portion of a building used for residential purposes must have an R4 setback at the floor level of the first story. The project would comply with the setback requirements, and its street frontage would provide continuous, articulated building walls that create a sense of enclosure along the street, with recessed entrances in some locations.
<i>On-Site Landscaping</i>	
Canopy trees (in addition to street trees) should be provided in landscaped areas. For example, a row of trees could be provided on both sides of the sidewalk.	Consistent. Landscape plans for the ground and podium levels are provided in Figures II-9 and II-10 respectively, within Section II, Project Description. As shown, landscaping including ornamental trees would be provided along the perimeter of the site as well along pedestrian walkways integrated throughout the project site.

**Table IV.A-2 (Continued)
Consistency of Project with Design Elements of the
Walkability Checklist for Site Plan Review**

Design Elements	Analysis of Project Consistency
Landscaping should not impede pedestrian movement or views. For example, avoid tall shrubbery immediately adjacent to the sidewalk.	Consistent. Landscape plans for the ground and podium levels are provided in Figures II-9 and II-10, respectively, within Section II, Project Description. As shown, landscaping including ornamental trees would be provided along the perimeter of the site as well along pedestrian walkways integrated throughout the project site. Refer to the analysis below regarding views of the project.
Trees should be considered especially where such additional vertical elements reinforce or contribute to the street wall and a sense of enclosure.	Consistent. Landscape plans for the ground and podium levels are provided in Figures II-9 and II-10, respectively, within Section II, Project Description. As shown, landscaping including ornamental trees would be provided along the perimeter of the site as well along pedestrian walkways integrated throughout the project site.
Off-Street Parking and Driveways	
Parking should be located at the rear of the building rather than adjoining the adjacent major street.	Consistent. The proposed parking facility would be physically integrated within the interior of the project site and, with the exception of vehicular access points, would generally not be visible from the adjacent public rights-of-way.
Alleys should be used to access the parking behind the building. If no alley is available, access should be created from a side street.	Consistent. As the parking facility would be physically integrated within the interior of the project site and surrounded on all sides by building façades, pathways would be provided as necessary to provide sufficient pedestrian access to the parking areas.
Vehicle access into and from the site should be accommodated with as few driveways as possible to the street; and, where available, the site plan should encourage and accommodate as much vehicle access as possible from side streets and/or alleys.	Consistent. Vehicular access to the parking facility would be provided via El Centro Avenue, Selma Avenue, and Gower Street. Entry points would be provided, as necessary, to provide sufficient access to the various uses on-site (e.g., the hotel lobby entrance) as well as the parking facility.
The width of each driveway should meet and not exceed the standard width identified as necessary to accommodate vehicles.	Consistent. The proposed driveways would meet all applicable design and engineering standards set forth by the City.
There should be no parking within the front setback of the building, except in an allowed driveway. Techniques and features, such as heavy landscaping or garden walls, should be used to help mitigate the impact of any parking in the front setback.	Consistent. Parking would not be permitted within building setbacks, other than temporary parking within an entry cul-de-sac near the entrance of the hotel. As shown within Figure II-9 in Section II, Project Description, landscaping would be provided within this area.

**Table IV.A-2 (Continued)
Consistency of Project with Design Elements of the
Walkability Checklist for Site Plan Review**

Design Elements	Analysis of Project Consistency
Easily identifiable pedestrian walkways should be provided from the parking to the sidewalk and to the entrance of the building. Techniques, such as landscaped lightwells and surface treatments, could be used.	Consistent. As previously described, pedestrian pathways would be defined throughout the site to traverse the block and connect the various project elements, including the parking facility. Such pathways would be landscaped and lit, as appropriate.
All parking areas and integrated pedestrian walkways should be illuminated with adequate, uniform and glare-free lighting such that there is even light distribution and there are no harsh shadows.	Consistent. As the proposed parking facility would be physically integrated within the interior of the project site and would not be visible from off-site (with the exception of driveways), off-site glare and light spillover would not occur. Pedestrian pathways would be sufficiently lit to create an attractive and safe environment, while minimizing glare and spillover effects, as discussed further in the analysis below.
Driveways that have been or are to be abandoned should be reconstructed as sidewalks.	Consistent. The existing driveways on-site would be removed and new driveways designed to access the project, as appropriate.
<i>Building Signage and Lighting</i>	
The building façade should include pedestrian-scale signage, i.e., at a height and of a size that is visible to pedestrians, assists in identifying the structure and use, and facilitates access to the entrance.	Consistent. In addition to the proposed media boards, proposed signage would include ground level and wayfinding pedestrian signage, as permitted within the HSSUD. The project would introduce well-designed, appropriately-scaled signage to contribute to the character and architecture of the existing and proposed buildings on-site. Project signage would be architecturally integrated into the design of the buildings and would be intended to bring visual dynamism to the area, consistent with the mixed-use, pedestrian-oriented nature of the site.
Pedestrian-level lighting should be provided on building facades and around the site along pedestrian pathways.	Consistent. Lighting would be utilized as necessary to promote pedestrian safety and wayfinding.
<hr/> <p><i>Source: Matrix Environmental, 2009.</i></p>	

heights and a maximum FAR of 6:1, the project would be consistent with these development standards. Furthermore, setbacks and lot areas for the project's residential buildings would be established in accordance with LAMC Section 12.14. Thus, with the proposed Zone and Height District Change, the project would be consistent with the development standards set forth in the LAMC. Further discussion is provided in Section IV.F, Land Use. Project consistency relative to the supplemental signage (SN) district regulations and lighting standards is analyzed below.

(iv) Hollywood Signage Supplemental Use District and Design for Development for Signs in Hollywood

As previously described, the project includes a signage program that would support the purpose and intent of the Hollywood Signage Supplemental Use District and the Design for Development for Signs in Hollywood and would comply with applicable signage requirements, including those set forth in the LAMC and the Hollywood Redevelopment Plan. The general ground level and wayfinding pedestrian signage proposed as part of the project would be consistent with the allowed signage types and associated provisions within the HSSUD and DFD. Similarly, the project's signage program, including the seven existing backlit wall signs attached to the Columbia Square Complex buildings, and the conceptual artistic wall element contemplated for the hotel would comply with all applicable signage requirements and seek appropriate approvals, if necessary. In addition, the existing pole sign located on-site, while considered a legally non-conforming sign, would be removed as part of the project. Further, the total area of project signage would not exceed the total permitted signage area of four square feet per foot of street frontage. In accordance with the HSSUD and DFD, project signage would not detract from the character-defining features of the historic buildings on-site. New signage would not cover or alter such features, would not interfere with street views of such features, and would blend with the International style architecture of the existing buildings. To this end, in accordance with HSSUD and DFD requirements, the Applicant would submit documentation prepared by a qualified architectural historian to demonstrate that any new or replacement signage proposed on a façade of any of the historic buildings on-site would not "obscure or alter any character-defining features, views of character-defining features, historic signs, or views of historic signs on the building where the sign is [to be] located or any adjacent historic buildings, and that the sign blends with the architecture of the building."¹⁰ Project signage also would not interfere with views of the Hollywood Sign and the Hollywood Hills to the north.

¹⁰ *City of Los Angeles Ordinance No. 176172 (Hollywood Signage Supplemental Use District), Section 6.E.2.*

In summary, the proposed signage would be aesthetically compatible and consistent with existing signage in the area and the architecture of the site. Based on the above, the project would be consistent with the HSSUD and DFD, and impacts would be less than significant.

(v) *Community Redevelopment Agency Hollywood Redevelopment Plan*

As shown in Table IV.A-3 on page IV.A-48, the project would be consistent with applicable goals and standards within the Hollywood Redevelopment Plan. Specifically, the project would support the Redevelopment Plan goal to promote a positive image for Hollywood by introducing a synergistic mix of uses housed within new development featuring contemporary architecture, modern amenities, and a relandscaped public realm. The project would also retain and rehabilitate all but one historic structure on-site and allow for the adaptive reuse of such buildings, thus acknowledging the history of the site while building on it for the future. Additionally, the project would implement sensitive parking structure design and meet applicable signage regulations. Further, the project would include open space areas and recreational amenities throughout the site. As such, based on the analysis provided below, the impact of the project relative to consistency with applicable policies in the Hollywood Redevelopment Plan would be less than significant. A discussion of project consistency with additional Redevelopment Plan goals and standards is provided in Table IV.F-2 within Section IV.F, Land Use, of this Draft EIR.

(2) Views

The construction of new buildings and structures within the line of sight of a scenic resource has the potential to create an adverse impact with respect to view blockage. Public viewing locations or vantage points with respect to the project site include: (1) public streets and sidewalks adjacent to the site and in the surrounding area that have existing views of identified valued view resources; (2) distant view locations such as public vantage points within the Hollywood Hills; and (3) other public areas offering views of Hollywood that traverse the project site.

Private viewing locations within the project vicinity include nearby residential and commercial properties, including the Selma-La Baig Historic District to the immediate east and northeast, residences throughout the Hollywood Hills to the more distant north, and adjacent office, retail and entertainment uses at surrounding properties (e.g., Gower Gulch, Sunset Gower Studios, the Hollywood Palladium event venue, etc.). However, the significance thresholds cited in the *City of L.A. CEQA Thresholds Guide (2006)* do not provide regulatory protection to individual private views from residential or commercial properties. Nonetheless, view impacts affecting such properties are analyzed herein.

**Table IV.A-3
Consistency of Project with Applicable Sections
of the CRA Hollywood Redevelopment Plan**

Goal/Standard	Analysis of Project Consistency
Section 300. Redevelopment Plan Goals	
<p>5) Improve the quality of the environment, promote a positive image for Hollywood and provide a safe environment through mechanisms such as:</p> <ul style="list-style-type: none"> a) adopting land use standards; b) promoting architectural and urban design standards including: standards for height, building setback, continuity of street façade, building materials, and compatibility of new construction with existing structures and concealment of mechanical appurtenances; c) promoting landscape criteria and planting programs to ensure additional green space; d) encouraging maintenance of the built environment; e) promoting sign and billboard standards; f) coordinating the provision of high quality public improvements; g) promoting rehabilitation and restoration guidelines; h) integrate public safety concerns into planning efforts. 	<p>Consistent. The project would provide a mixed-use site with varied residential, business, and community-serving commercial uses. The project would be designed to provide visual interest through variations in building height, bulk, massing, and design, as well as through unique signage. The site layout and architectural style of the new structures, featuring clean lines and a contemporary urban architecture, are intended to complement the Columbia Square Complex buildings that will remain on-site. The project design also reflects a transition in building height with regard to the existing historic structures and the surrounding neighborhood's character. In addition, rooftop screening features would be used to obscure rooftop equipment from view. As previously discussed, the project would include open space such as landscaped pedestrian walkways, courtyards, and a pocket park to improve the visual character of the site. As well, rehabilitation of the Columbia Square Complex buildings would conform to the Secretary of the Interior Standards. Further, proposed signage would comply with applicable standards, as discussed above.</p>
<p>11) Recognize, promote and support the retention, restoration and appropriate reuse of existing buildings, groupings of buildings and other physical features especially those having significant historic and/or architectural value and ensure that new development is sensitive to these features through land use and development criteria.</p>	<p>Generally Consistent. Rehabilitation of the Columbia Square Complex buildings, which are considered historic resources under CEQA, would conform to the Secretary of the Interior Standards. The functionality of the rehabilitated structures would be fully integrated with that of the other structures proposed on-site, and extensive landscaping, open space, and pedestrian links would be introduced to connect and integrate all elements of the project. The removal of Studio B/C, however, would be considered a significant impact, as discussed in Section IV.C, Historic Resources. In addition, the size and scale of certain project elements would significantly alter historic spatial relationships on-site.</p>

**Table IV.A-3 (Continued)
Consistency of Project with Applicable Sections
of the CRA Hollywood Redevelopment Plan**

Goal/Standard	Analysis of Project Consistency
<p>14) Promote and encourage development of recreational and cultural facilities and open spaces necessary to support attractive residential neighborhoods and commercial centers.</p>	<p>Consistent. The project would provide a open space, landscaping and amenities. Publicly accessible landscaped open space would consist of two public courtyards and a pocket park. As part of the project, the existing Sunset Courtyard fronting Sunset Boulevard would be renovated, re-landscaped, and reintroduced as a new pedestrian-oriented amenity for the greater community, connecting to other green spaces on-site and creating a walkable district. Additional amenities for residents and guests would include recreation rooms, courtyards on the podium level, swimming pools, entertaining patios, and sunning areas. Overall, the project would provide approximately 59,000 square feet of common open space and approximately 17,400 square feet of private open space.</p>
<p>516. Signs and Billboards All signs must conform to City sign and billboard standards as they now exist or are hereafter legislated. It is recognized that the coordination of signs and billboards within the project area affect its appearance and image. Therefore, it is the intent of this Plan that the Agency may, after public hearing, adopt additional sign and billboard standards for a portion of or the entire Project Area which may be more restrictive than City standards in order to further the goals of this Plan or the objectives of a special district as established by this Plan.</p>	<p>Consistent. As discussed above, the project includes a signage program designed in compliance with applicable signage requirements, including those set forth in the Hollywood Redevelopment Plan. The project would introduce illuminated, appropriately-scaled signage to contribute to the character and architecture of the existing and proposed buildings on-site. Project signage would be architecturally integrated into the design of the buildings and would be intended to bring visual dynamism to the area, consistent with the mixed-use nature of the site and surrounding area and in keeping with CRA’s adopted Design for Development signage standards for Hollywood.</p>
<p>518.2 Parking and Loading Parking spaces, parking facilities and loading areas shall be designed to promote public safety and to prevent an unsightly or barren appearance. Lighting shall be provided to promote public safety. Lighting for parking spaces shall be shielded from adjacent residential properties and adjoining residential streets.</p>	<p>Consistent. Proposed parking would be designed in accordance with applicable Code requirements, and as described above, would be located within the interior of the site, generally hidden from public view. Lighting would be utilized as necessary to promote pedestrian and automobile safety and wayfinding. Given the design of the parking structure, parking lot lighting would not be visible from off-site.</p>

Table IV.A-3 (Continued)

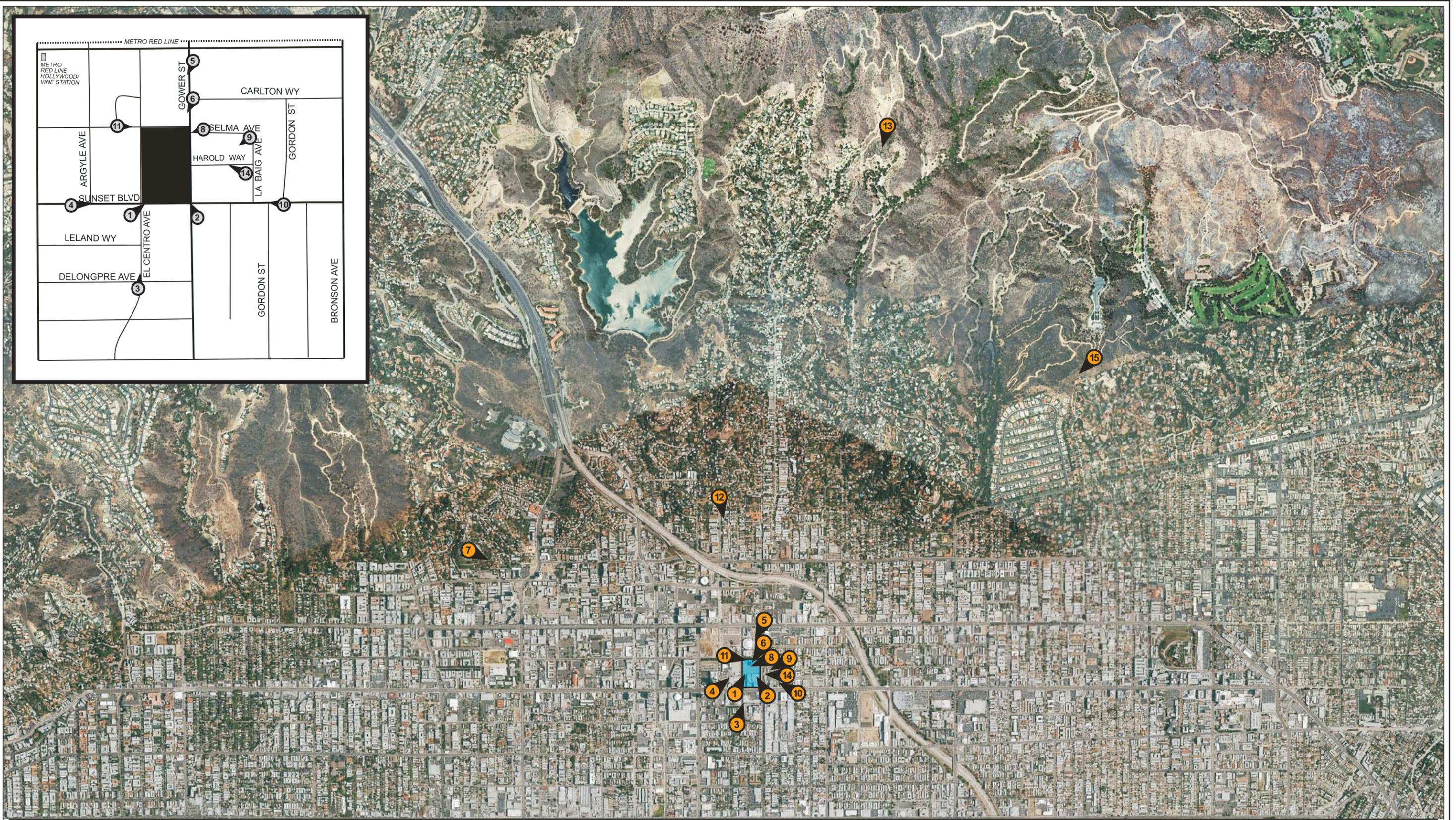
**Consistency of Project with Applicable Sections
of the CRA Hollywood Redevelopment Plan**

Goal/Standard	Analysis of Project Consistency
<p>519. Setbacks Parking for new developments shall not be permitted in the required residential front yards. Setback areas not used for access, or, when permitted parking, shall be landscaped and maintained by the owner unless otherwise specified in a Participation or Development Agreement. The Agency may adopt Design(s) for Development which establish setback and landscape requirements for new developments within the Project Area.</p>	<p>Consistent. Proposed parking would be located within the interior of the site, surrounded on all sides by building façades, and as such would not be located within any setback areas. Any building setbacks along street frontages not utilized for pedestrian access would be landscaped in conjunction with a landscaping plan designed to promote a visually pleasing pedestrian environment.</p>
<p><i>Note: Project consistency with additional Hollywood Redevelopment Plan goals is analyzed in Section IV.F, Land Use, of this Draft EIR.</i></p> <p><i>Source: Matrix Environmental, 2009.</i></p>	

As described above, within the project area Sunset and Hollywood Boulevards are designated as Scenic Highways. View resources within the project area that are available from public vantages include: (1) the existing on-site Columbia Square Complex buildings within the project site, which are considered historic resources; (2) the Hollywood Sign, a City-designated historic monument, and the Hollywood Hills located to the north, which provide an important scenic backdrop to large portions of the metropolitan Los Angeles area; (3) the Hollywood Boulevard Commercial and Entertainment District, which includes numerous historic structures and provides views of the urban streetscape (and which, in general, are not visible from the project site); (4) historic structures along Sunset Boulevard, such as the nearby Cinerama Dome, Hollywood Palladium event venue, and the Columbia Square Complex; and (5) the Selma-La Baig Historic District. Refer to Figure IV.A-10 on page IV.A-52 for a key to the view location photos presented below.

(a) North-Facing Views

Simulated views of and across the project site from vantage points to the south and southwest are provided in Figures IV.A-11, IV.A-12, IV.A-13, IV.A-14, and IV.A-15 on pages IV.A-53 through IV.A-57, respectively. Long-range northerly views in the area, while intermittent, may well be considered some of the most valued views available given the visibility of the scenic Hollywood Hills and Hollywood Sign that help define the visual character of the Hollywood Community. As shown in the simulations, the project—the residential tower and 14-story office building in particular—would be highly visible from many locations to the south and southeast. As seen in Figures IV.A-11 and IV.A-13, taken along El Centro Avenue and Gower Street, respectively, at Sunset Boulevard, project structures would partially obstruct views of the Hollywood Hills and the Hollywood Sign. However, such views are currently available on an intermittent basis along certain portions of local roadways, and such views would continue to be available on an intermittent basis along roadway segments throughout the project area, including El Centro Avenue and Gower Street. For example, Figure IV.A-12 also presents a view from El Centro Avenue and Sunset Boulevard (taken at the southwest corner, as opposed to just south of the intersection, as shown in Figure IV.A-11), and demonstrates that views of the Hollywood Sign from that vantage point would be maintained. Impacts along the length of Sunset Boulevard, a designated scenic highway, would be similar, with intermittent obstruction of the Hollywood Hills and the Hollywood Sign from certain vantages. However, as shown in Figure IV.A-11, the project would not eliminate northerly views of the view resources in the area. It is further noted that views of the remaining Columbia Square Complex buildings, which are considered historic resources, would be maintained, including along Sunset Boulevard. Moreover, the project would align the proposed buildings in a way that permits a variety of long range views for building occupants, including views of the Hollywood Hills, the Hollywood Sign, and various contributing historic resources within the Hollywood



Columbia Square

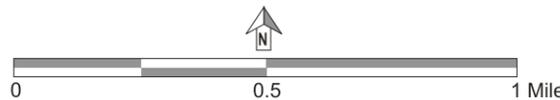


Figure IV.A-10
View Location Map

Source: Matrix Environmental, 2009; Google Earth, 2008.



Existing View



View with Proposed Project

Note: This simulation is for conceptual purposes; actual building designs and materials may vary.

Columbia Square



Figure IV.A-11
Simulated Project View A from
Sunset Boulevard and El Centro Avenue
(Key Map No. 1)



Existing View



View with Proposed Project

Note: This simulation is for conceptual purposes; actual building designs and materials may vary.

Columbia Square



Figure IV.A-12
Simulated Project View B from
Sunset Boulevard and El Centro Avenue
(Key Map No. 1)



Existing View



View with Proposed Project

Note: This simulation is for conceptual purposes; actual building designs and materials may vary.

Columbia Square



Figure IV.A-13
Simulated Project View from
Sunset Boulevard and Gower Street
(Key Map No. 2)



Existing View



View with Proposed Project

Note: This simulation is for conceptual purposes; actual building designs and materials may vary.

Columbia Square



Figure IV.A-14
Simulated Project View from
El Centro Avenue and De Longpre Avenue
(Key Map No. 3)



Existing View



View with Proposed Project

Note: This simulation is for conceptual purposes; actual building designs and materials may vary.

Columbia Square



Figure IV.A-15
 Simulated Project View from
 Sunset Boulevard West of Argyle Avenue
 (Key Map No. 4)

Boulevard Commercial and Entertainment Historic District. It is noted that while the photo simulations represent views from public locations along local roadways, similar views and view impacts would occur from nearby private vantage points.

As shown in Figure IV.A-14, vantages from further south of the site will also have views of the Hollywood Hills ridgeline obstructed by project development. Though total obstruction may be experienced from specific locations, such as that shown, other nearby vantages would experience partial obstruction or no obstruction (for example, from the centerline of El Centro Avenue looking north). Further, as shown in Figure IV.A-14, the ridgeline does not feature prominently into northerly views from some vantages due to existing intervening structures and vegetation. Thus, the project would not dramatically alter the overall view experience throughout the area. Similarly, as shown in the northeasterly view in Figure IV.A-15, existing views of the distant ridgeline are minimal, with Griffith Park Observatory barely detectible in the background. The project would obstruct such views from certain vantages, as shown, but views would continue to be available on an intermittent basis, as is the case under current conditions. Thus overall, view impacts along Sunset Boulevard would be limited to certain vantage points and would not affect long segments of the scenic highway. Further, it is noted that the Hollywood Hills rise to an elevation of approximately 1,100 feet with the Hollywood Sign located near the ridgeline, well above the maximum heights of the proposed buildings, as shown in Figures IV.A-8 and IV.A-9. Thus, throughout the area south of the hills, intermittent views of these visual resources will continue to be available. Therefore, the project would not substantially obstruct existing views of visually prominent resources, and impacts would be less than significant.

(b) South-Facing Views

Simulated views of and across the project site from vantage points to the north, northwest, and northeast are provided in Figures IV.A-16, IV.A-17, IV.A-18, IV.A-19, IV.A-20, and IV.A-21 on pages IV.A-59 through IV.A-64, respectively. As shown, project implementation would alter views of the skyline, and the new structures would be visible from nearby and elevated view points. In Figure IV.A-16, taken from Gower Street at Hollywood Boulevard (a scenic highway), and Figure IV.A-17, taken from a closer vantage along Gower Street, views of valued visual resources are not generally available under existing conditions, and thus, none would be obstructed by the project. The current sense of openness within the project site (i.e., the open sky above the site) would be reduced, but would not be eliminated entirely and would continue to exist elsewhere throughout the area wherever mid-range views of low-profile development exist. In general, while views of project development would be available from Hollywood Boulevard, valued views from this scenic highway would not be substantially affected (except as described above). Additionally, the existing view corridor along Gower Street would remain.



Existing View



View with Proposed Project

Note: This simulation is for conceptual purposes; actual building designs and materials may vary.

Columbia Square



Figure IV.A-16
Simulated Project View from
Hollywood Boulevard and Gower Street
(Key Map No. 5)



Existing View



View with Proposed Project

Note: This simulation is for conceptual purposes; actual building designs and materials may vary.

Columbia Square



Figure IV.A-17
Simulated Project View from
Gower Street and Carlton Way
(Key Map No. 6)



Existing View



View with Proposed Project

Note: This simulation is for conceptual purposes; actual building designs and materials may vary.

Columbia Square



Figure IV.A-18
Simulated Project View from
Top of Argyle Avenue
(Key Map No. 12)



Existing View



View with Proposed Project

Note: This simulation is for conceptual purposes; actual building designs and materials may vary.

Columbia Square



Figure IV.A-19
Simulated Project View from
the Hollywood Hills
(Key Map No. 7)



Existing View



View with Proposed Project

Note: This simulation is for conceptual purposes; actual building designs and materials may vary.

Columbia Square



Figure IV.A-20
Simulated Project View from
the Hollywood Hills
(Key Map No. 15)



Existing View



View with Proposed Project

Note: This simulation is for conceptual purposes; actual building designs and materials may vary.

Columbia Square



Figure IV.A-21
Simulated Project View from
the Hollywood Hills
(Key Map No. 13)

As shown in Figure IV.A-18, as distance increases from the project site, proposed development would feature less dominantly within southerly views. Taken from the top of Argyle Avenue heading up into the Hollywood Hills (approximately 0.7 mile north-northwest of the site), the photo simulation illustrates that while the upper stories of the new towers would be clearly visible, intervening structures and landscaping would partially obscure views of the project.

Figure IV.A-19 shows a panoramic view of the project site and surrounding cityscape from the Hollywood Hills at North Sycamore Avenue, located approximately 2.4 miles northwest of the project. As shown, views from this vantage point would experience minor interruption of the distant horizon due to the project; however, the horizon line is presently interrupted by existing mid- and high-rise buildings in the area, as well as the downtown Los Angeles skyline in the distance, and thus the project would not represent a substantial change from existing conditions. Further, this simulation clearly illustrates the highly urbanized nature of the area between the Hollywood Hills and downtown. The project would continue to appear as part of the fabric of urban development and would not block or otherwise degrade a valued scenic vista. While the proposed residential building would be clearly discernable given its height, the project as a whole would alter views little if any in the context of the greater urban landscape. As previously mentioned, long-range views from the Hollywood Hills are generally not sensitive to individual development projects, like the project, since such projects are subordinate to broader views of the urban landscape.

Similarly, Figures IV.A-20 and IV.A-21 show panoramic views from northeast of the project site, taken at Griffith Observatory (located nearly 1.8 miles to the northeast) and North Beachwood Drive (approximately 2.1 miles to the north-northeast), respectively, both at elevations of over 1,000 feet above sea level. From these vantage points, the project towers would blend in with the surrounding urban environment. Due to their height and mass, the new structures would be clearly discernable, but would not substantially alter views in the context of the greater urban landscape. Due to the distance and change in elevation, the project would not block or otherwise degrade a valued scenic vista from such vantages.

Similar effects would be expected from vantage points throughout the Hollywood Hills, including from other public roadways as well as private residential properties; it is noted, however, that due to heavy vegetation and landscaping, many hillside vantages have limited views, if any, of the project area and surrounding skyline. Since the project would not substantially obstruct views of visually prominent resources from vantages to the north, impacts would be less than significant.

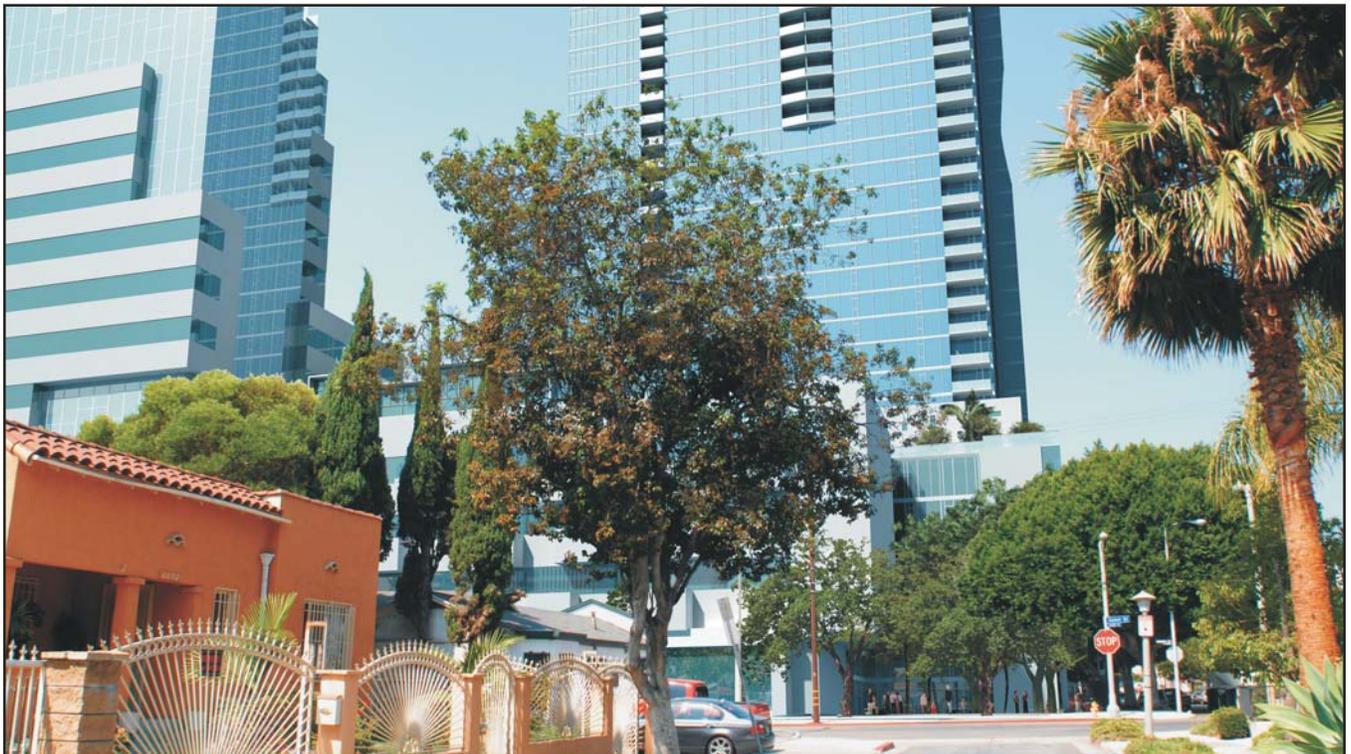
(c) West-Facing Views

Figures IV.A-22, IV.A-23, IV.A-24, and IV.A-25 on pages IV.A-67 through IV.A-70, respectively, illustrate west-facing views of the project site, as experienced from various vantage points to the east. Similar to other nearby views of the site, project development would be visually evident but would not obstruct views of valued visual resources from most vantage points. As shown in Figures IV.A-22 through IV.A-23, taken from within the Selma-La Baig Historic District, project development would merely block views of other, more distant buildings to the west of the site. As seen in Figure IV.A-22, the existing sense of openness above the site would be reduced, altering the view experience from nearby vantages on streets such as Selma Way; however, valued views would not be obstructed, and views of the sky would continue to be available throughout the area. Furthermore, the juxtaposition of higher density development near existing low-rise structures pertains more to aesthetics rather than views; refer to the discussion of aesthetic impacts as it relates to the Selma-La Baig Historic District, above. As shown in Figure IV.A-23, as distance increases from the project site along Selma Avenue, intervening trees obscure much of the view of proposed development, and the project has less of an effect on existing views. As shown in Figure IV.A-24, however, taken at Harold Way and La Baig Avenue, project structures would appear visually prominent at the end of the street due to their proximity. As with the other nearby vantages within the Selma-La Baig Historic District, the sense of openness above the site would be reduced and the view experience would be altered. To the extent that project development would obstruct west-facing views of the existing on-site buildings, existing views of a valued visual resource would be altered as a result of project development. The loss of these views would be considered a significant impact. Valued west-facing views of other visual resources (e.g., natural topography, natural settings, other manmade or natural features of visual interest, and resources such as mountains or the ocean) would not be significantly affected.

Figure IV.A-25 shows the west-facing views of the project site and environs, as seen from Sunset Boulevard. As illustrated, views of the Columbia Square Complex buildings and other nearby historic structures along Sunset Boulevard would continue to be available. Views of other valued visual resources in the area are not available from this vantage under existing conditions, and thus, none would be obstructed by the project. Though altered by project development, views of the open sky would continue to exist both above the site and throughout the area. In addition, the existing view corridor along Sunset Boulevard would remain. In summary, the project would not substantially obstruct views of visually prominent resources from vantages to the east, and impacts would be less than significant.



Existing View



View with Proposed Project

Note: This simulation is for conceptual purposes; actual building designs and materials may vary.

Columbia Square



Figure IV.A-22
Simulated Project View from
Selma Avenue and Gower Street
(Key Map No. 8)



Existing View



View with Proposed Project

Note: This simulation is for conceptual purposes; actual building designs and materials may vary.

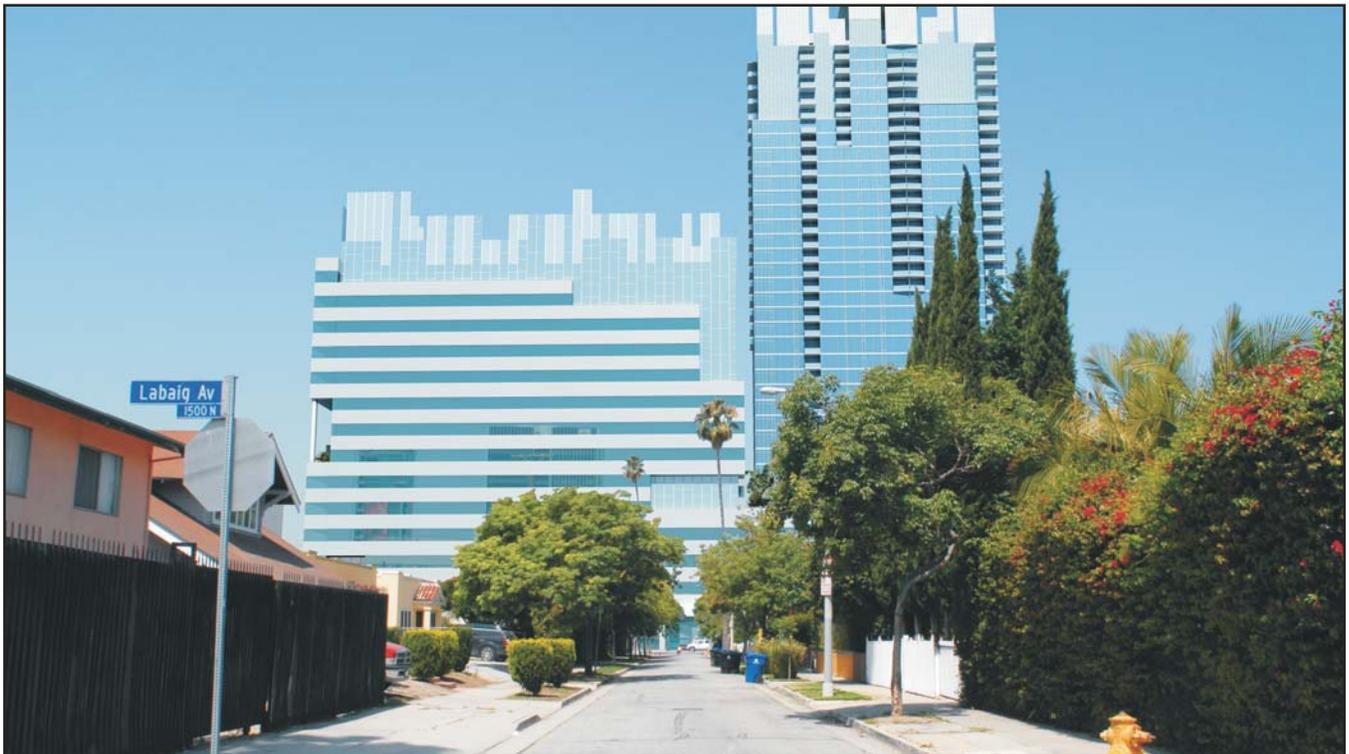
Columbia Square



Figure IV.A-23
Simulated Project View from
Selma Avenue and La Baig Avenue
(Key Map No. 9)



Existing View



View with Proposed Project

Note: This simulation is for conceptual purposes; actual building designs and materials may vary.

Columbia Square



Figure IV.A-24
Simulated Project View from
Harold Way and La Baig Avenue
(Key Map No. 14)



Existing View



View with Proposed Project

Note: This simulation is for conceptual purposes; actual building designs and materials may vary.

Columbia Square



Figure IV.A-25
Simulated Project View from
Sunset Boulevard and Gordon Street
(Key Map No. 10)

(d) East-Facing Views

A simulated view of the project site from the west is shown in Figure IV.A-26 on page IV.A-72, taken from Selma Avenue between Vista del Mar and Argyle Avenue. As with other vantages in the surrounding area, other than views of various historic structures along Sunset Boulevard, which would not be affected by the project, views of valued visual resources are not available from the west under existing conditions, and thus, none would be obstructed by the project. In particular, clear views of the Selma-La Baig Historic District are not available from vantages west of the project site due to the low-rise nature of the residential properties comprising the district and intervening development and trees. As project development would not obstruct an existing view of a visually prominent resource, east-facing view impacts would be less than significant.

(3) Light/Glare*(a) Light Impacts**Construction*

Lighting needed during project construction could generate light spillover to adjacent uses in the project vicinity, including the residential uses to the east across Gower Street. However, construction activities would occur primarily during daylight hours and any construction-related illumination would be used for safety and security purposes only, in compliance with LAMC light intensity requirements, and would only occur for the duration needed in the finite construction process. Thus, with adherence to existing LAMC regulations, light resulting from construction activities would not significantly impact residential uses, substantially alter the character of off-site areas surrounding the construction area, or interfere with the performance of an off-site activity. Therefore, light impacts associated with construction would be less than significant.

Operation

The project would introduce new lighting on the site and, thus, would increase ambient light levels on the project site and immediate vicinity. Exterior light sources would consist of low level lighting for security, wayfinding, architectural, and landscaping purposes. In addition, klieg lights associated with future studio uses on the site could possibly be used on occasion. As described above, lighting would be directed onto the areas to be lit (e.g., building details, landscape elements, signs, and pedestrian areas) and shielded to minimize light spillover effects. Any streetlights installed along the street frontages would be coordinated with the City of Los Angeles Bureau of Street Lighting to maintain appropriate and safe lighting levels on both sidewalks and roadways while minimizing light and glare on



Existing View



View with Proposed Project

Note: This simulation is for conceptual purposes; actual building designs and materials may vary.

Columbia Square



Figure IV.A-26
Simulated Project View from
Selma Avenue near Vista del Mar Street
(Key Map No. 11)

adjacent properties. In accordance with the Hollywood Redevelopment Plan, a lighting plan would be submitted to the Community Redevelopment Agency to ensure that project lighting would be directed and/or shielded to minimize spillage onto other properties. Project lighting would also meet all applicable LAMC lighting standards.

Interior light spillage from windows of the proposed uses would also contribute to an increase in ambient nighttime lighting levels, but such an increase would not be substantial as the project area is already characterized by medium-high nighttime lighting levels primarily due to the existing restaurant, retail, and entertainment uses throughout the Hollywood area. Overall, the project's low level lighting would not significantly increase nighttime lighting levels in the area. Therefore, the increase in ambient light would not alter the character of the area and would not interfere with nearby residential uses. Project impacts related to light would be less than significant. Furthermore, Mitigation Measures A-6 through A-8, listed below, are proposed to further ensure that specific design features would be implemented and that lighting impacts would remain less than significant.

(b) Glare Impacts

Daytime glare can result from sunlight reflecting from a shiny surface that would interfere with the performance of an off-site activity, such as the operation of a motor vehicle. Reflective surfaces can be associated with window glass and polished surfaces, such as metallic curtain walls and trim. Sun reflection can also occur with reflected light from parked vehicles. In general, sun reflection that has the greatest potential to interfere with driving occurs from the lower stories of a structure. Sun reflection from the project would occur during periods in which the sun is low on the horizon and when the point of reflection within the project is in front of the driver, in the direction of travel.

As described above, architectural materials would likely include materials such as glass, clay/terracotta, stainless steel, and concrete. While clay/terracotta and concrete are non-reflective, the use of glass and stainless steel or other polished surfaces could have the potential to produce glare. During late afternoons in the winter months, the project would be visible from major eastbound roadways, such as Sunset Boulevard, concurrent with the sun lowering in the southwestern horizon. This configuration has the potential to cause glare from any shiny façade materials or windows on the proposed residential tower's western façade. Reflective glare would not be expected during winter morning hours or during the other seasons of the year along Sunset Boulevard or other streets approaching the project site due to the respective positions of the sun. While acute glare conditions that hazardously interfere with driving are rare, they do occur and have the potential to exist on the western façade of the residential tower. This impact is considered potentially significant; however, implementation of Mitigation Measure Nos. A-9 and A-10 would reduce impacts to levels that are less than significant. In addition, glare reflected from parked vehicles on-site would not occur since vehicles would be parked within the enclosed structured parking facility.

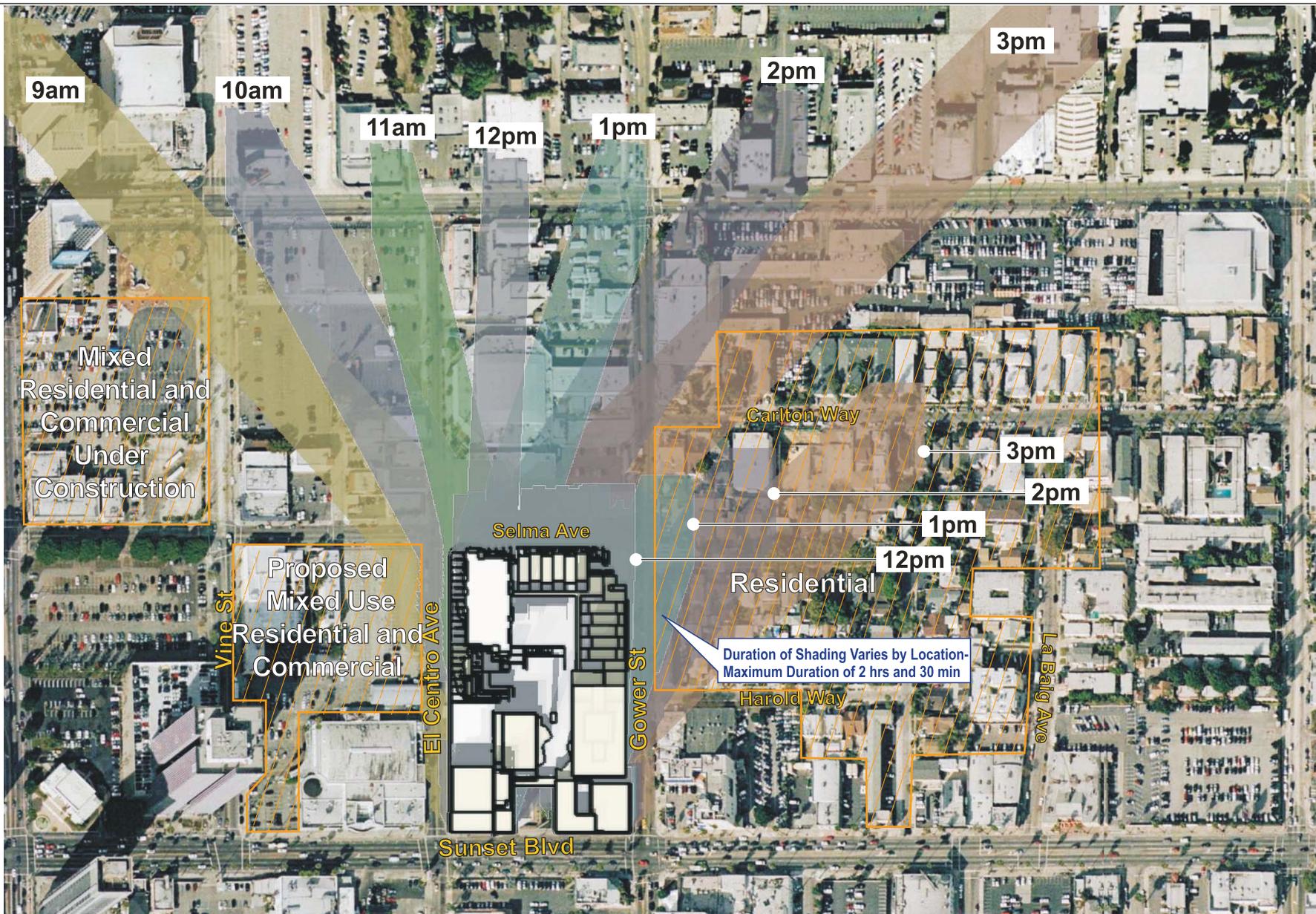
(4) Shading

As discussed above, project structures would include a 40-story residential tower, located in the northwest corner of the site, which would reach a building height of approximately 447 feet (512 feet with other elements such as a helipad and architectural features), and a 14-story office building near the southeast corner of the site along Gower Street, with a building height of approximately 204 feet (260 feet with other elements such as the helipad and rooftop equipment). Development of the project would generate new shadows with varied lengths and angles depending on the time of day and season. A significant shade/shadow impact would occur if a project would shade off-site shadow-sensitive uses for more than three hours between 9:00 A.M. and 3:00 P.M. Pacific Standard Time (between early November and early March) or for more than four hours between 9:00 A.M. and 5:00 P.M. Pacific Daylight Time (between early March and early November).¹¹

(a) Winter Solstice

Shadow impacts are typically greatest during the winter months due to the sun's low position in the sky, with the resultant longer shadows stretching roughly from the northwest to the northeast during daytime hours. As shown in Figure IV.A-27 on page IV.A-75, project shadows during the winter would extend in a northerly direction and would move from northwest to northeast across the surrounding landscape. Throughout most of the day, these shadows would only affect commercial uses that are not considered shadow-sensitive. However, in the afternoon hours, both the proposed residential tower and the Gower Street office building would cast shadows that extend to the residential uses to the northeast and east across Gower Street. As shown, between noon and 1:00 P.M. (approximately 12:30 P.M.), project shadows would cross into the residential neighborhood, first affecting the buildings located on the east side of Gower Street, and then extending further east into the neighborhood throughout the remainder of the afternoon. Shadows are thus predicted to affect nearby residential uses for a maximum of 2 hours and 30 minutes. Since shadow impacts occurring during Pacific Standard Time are only considered significant if lasting for more than three hours, winter shadows generated by the project would be less than significant.

¹¹ Timeframes have been adjusted from those specified in the City of L.A. CEQA Thresholds Guide (2006) to account for the new Daylight Savings time period (second Sunday in March through the first Sunday in November), which went into effect in 2007 (per the Energy Policy Act of 2005) to reduce energy consumption. Prior to this change, the spring equinox occurred within Daylight Standard Time and was therefore subject to shading analysis between the hours of 9:00 A.M. and 3:00 P.M.



Columbia Square

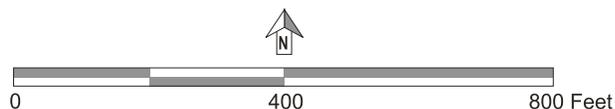


Figure IV.A-27
Winter Solstice Shadows

(b) Spring Equinox

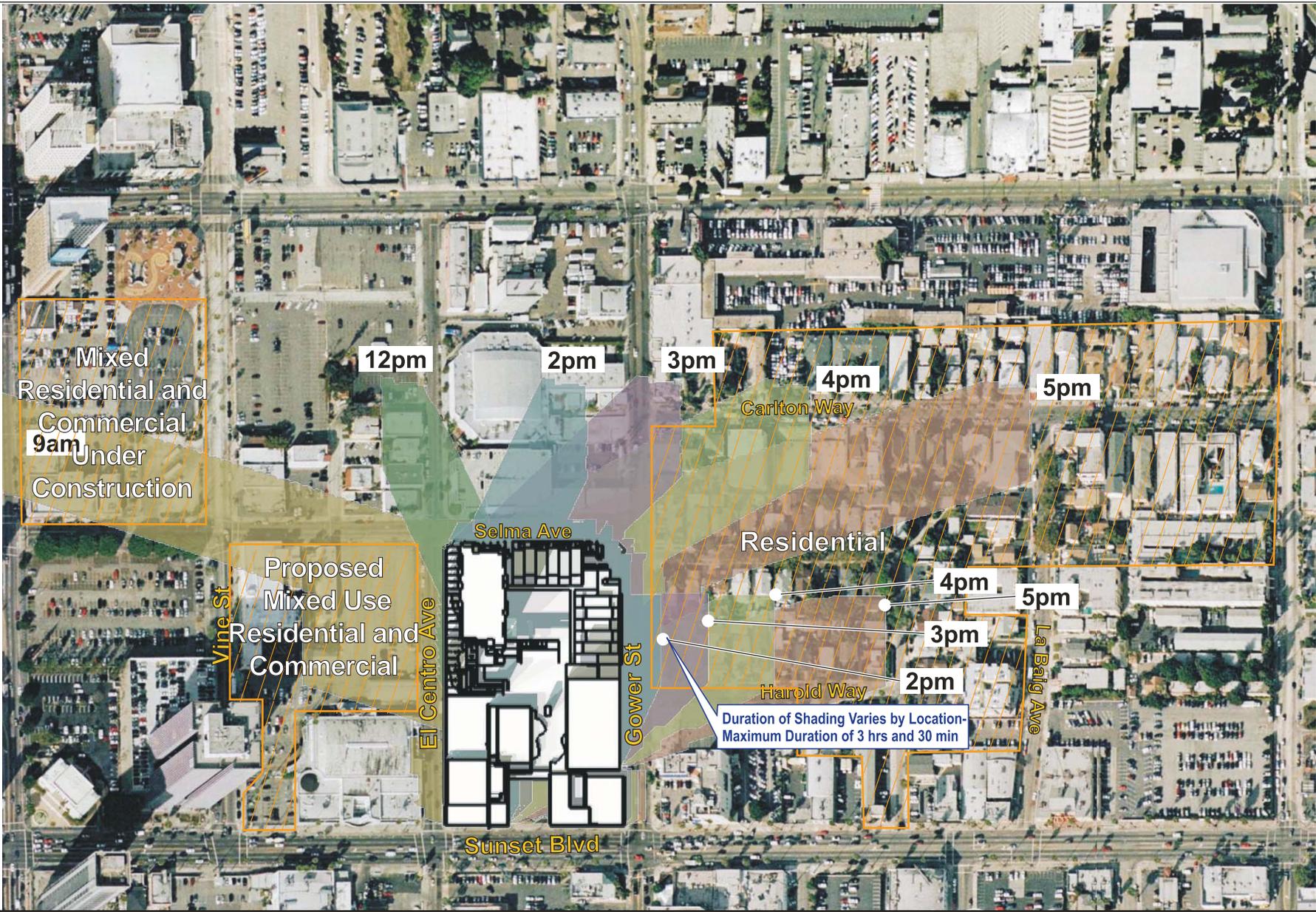
Figure IV.A-28 on page IV.A-77 shows project shadows during the spring equinox. Due to the sun's higher position in the sky, cast shadows are considerably shorter. As in the winter, project shadows would only affect non-sensitive commercial uses throughout most of the day. At approximately 1:30 P.M., shading from the project buildings would extend to the front of the buildings located on the east side of Gower and would continue eastward into the neighborhood during the subsequent afternoon hours. The maximum duration of shading between 9:00 A.M. and 5:00 P.M. would be three hours 30 minutes. Therefore, the project would not shade sensitive uses for more than four hours, and impacts would be less than significant.

(c) Summer Solstice

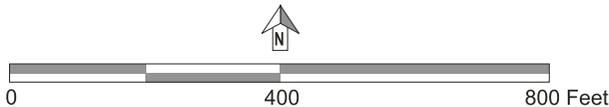
During the summer solstice, project shadows would be the shortest and would move from west to east. However, since City guidance regarding summer shadows requires an impact analysis until 5:00 P.M., afternoon shadows cast onto the residential uses to the east would last for a longer duration of time. As shown in Figure IV.A-29 on page IV.A-78, at approximately 2:00 P.M., project shadows would begin to affect the buildings on the east side of Gower Street and would continue eastward into the neighborhood during the rest of the afternoon. The maximum duration of shading between 9:00 A.M. and 5:00 P.M. would be approximately 3 hours. Since shadow impacts occurring from early March to early November are considered significant if lasting more than four hours, summer shadows generated by the project would be less than significant.

(d) Fall Equinox

As shown in Figure IV.A-30 on page IV.A-79, morning shadows during the fall equinox would affect only commercial uses to the northwest and north. However, between 1:00 P.M. and 2:00 P.M. (approximately 1:30 P.M.), project shadows would reach the east side of Gower Street and affect existing shadow-sensitive residential uses. These afternoon shadows would continue to extend eastward into the residential neighborhood throughout the remainder of the day. The maximum duration of shading would be 3 hours and 30 minutes and would be experienced only by those residential structures closest to Gower Street. Since shadow impacts occurring between 9:00 A.M. and 5:00 P.M. are considered significant if lasting more than 4 hours, fall shadows generated by the project would be less than significant.

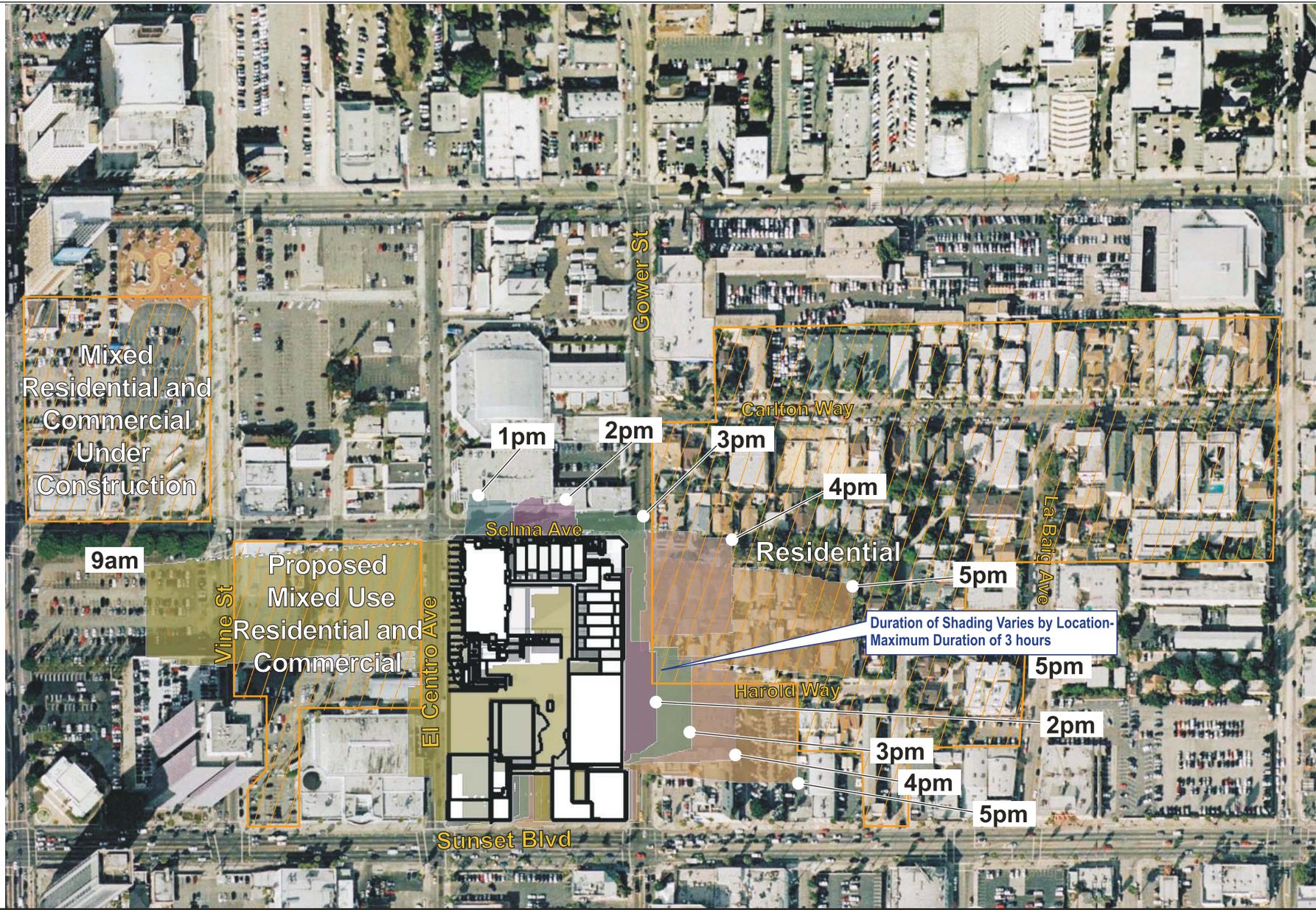


Columbia Square



Source: PCR Services Corporation, 2008; Google Earth, 2007.

Figure IV.A-28
Spring Equinox Shadows



Columbia Square

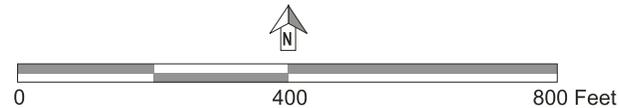
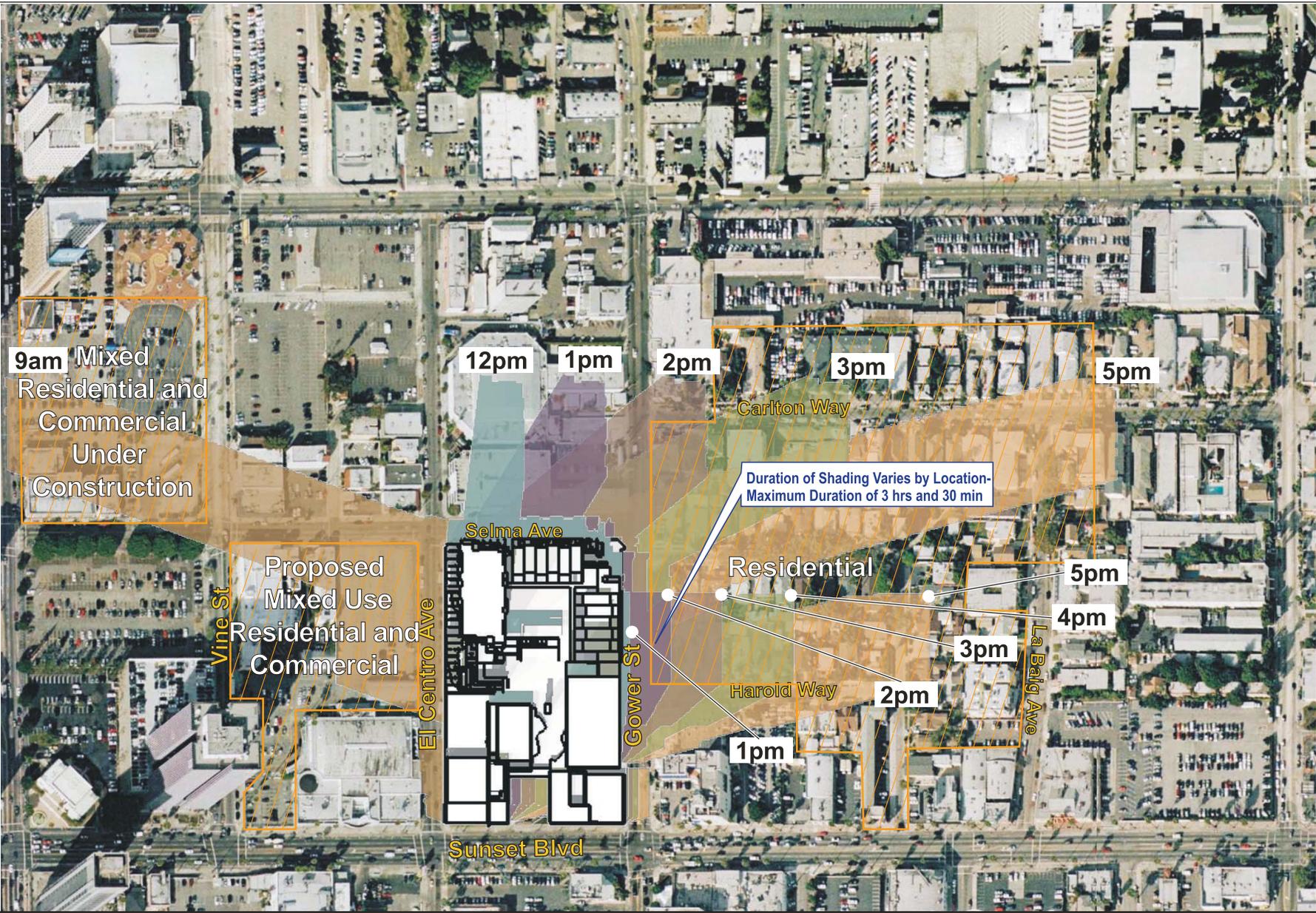


Figure IV.A-29
Summer Solstice Shadows

Source: Matrix Environmental, 2009; Google Earth, 2007



Columbia Square

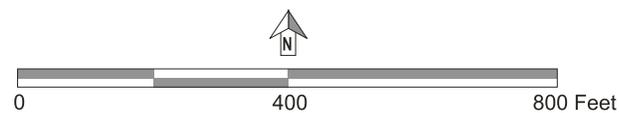


Figure IV.A-30
Fall Equinox Shadows

Source: Matrix Environmental, 2009; Google Earth, 2007

4. Cumulative Impacts

As previously discussed, the project area has been undergoing a substantial transformation in recent years, and new and ongoing development in the vicinity includes dense mixed uses with mid-rise and some high-rise buildings. As indicated in Section III, General Description of Environmental Setting, of this Draft EIR, 94 related projects have been identified within the project study area. Many of these projects are located in close enough proximity to the project site so as to potentially contribute to cumulative impacts related to visual quality, views, light, glare, and shading. As shown in Figure III-1 in Section III, General Description of Environmental Setting, such projects are highly concentrated along Vine Street between Sunset Boulevard and Franklin Avenue, and along Hollywood Boulevard between La Brea Avenue and the 101 Freeway. Collectively, cumulative projects near the site comprise a variety of residential (apartments, condominiums, senior housing, etc.), office, hotel, retail, restaurant, and entertainment uses, consistent with existing uses in the area. While precise building designs are not yet known for much of the related development proposed in the area, based on the nature of such proposals and in light of continued population increases, it is evident that building densities are increasing in the Hollywood Community, which will likely entail general increases in the height, mass, and scale of buildings throughout the area.

a. Aesthetics/Visual Quality

From certain perspectives, many of the related projects, once complete, could enter the same or adjacent field of view as the project. Each related project would be analyzed on a case-by-case basis to determine its impact on aesthetics and to verify compliance with applicable regulatory standards. While many of the related projects represent infill development that is not anticipated to be out of scale or character with the existing visual environment, development of the project in conjunction with several of the related projects would have the potential to contrast with the overall aesthetic image of the project area. Thus, cumulative impacts associated with aesthetic character would be significant.

Based on their location in proximity to the project site, other related projects also have the potential to result in visual contrast affecting historic resources such as the Columbia Square Complex buildings that will remain and the Selma-La Baig Historic District. Thus, cumulative visual contrast impacts would be significant.

b. Views

The related projects have the potential to block views from local streets and other public vantages throughout the project area. The views most likely to be affected on a cumulative basis are north-facing views of the Hollywood Hills and Hollywood Sign. It is noted that many existing buildings currently obstruct views of these resources from public streets and open space areas, and such views are intermittent throughout the project area. As with the project, some of the related projects, particularly those involving mid- to high-rise structures, may obstruct northerly views of the Hollywood Hills and Sign. However, in general, these related projects would not interfere with northerly views along El Centro Avenue or Gower Street that are within the same fields of view potentially affected by the project structures. Furthermore, it is expected that valued views of the Hollywood Hills and Sign would continue to be available from various street segments throughout the project vicinity. However, as other related projects have the potential to affect west-facing views within the same field of view as the project site, cumulative view impacts would be significant.

c. Light/Glare

Development of the project as well as the other related projects in the area would introduce new or expanded sources of artificial light. Consequently, ambient light levels are likely to increase in the project area. However, given the location within the highly urbanized Hollywood Community, the additional artificial light sources introduced by these projects would not significantly alter the existing medium-high lighting environment that is currently created by the prominent nightlife of Hollywood. Additionally, cumulative lighting would not be expected to interfere with the performance of off-site activities given the high ambient light levels already present. Furthermore, only one of the related projects (Related Project No. 80) is sufficiently close to the project site as to cause the potential for light spillover onto the same light-sensitive properties potentially affected by the project. However, this project consists primarily of interior renovations to an existing property and is not expected to generate substantial outdoor lighting. As a result, cumulative artificial light impacts would be less than significant.

With regard to glare, it is anticipated that the related projects within the vicinity of the project site would be subject to discretionary review to ensure that building materials to be utilized would not create significant glare impacts. In addition, since the project's potential glare impacts would be eliminated through implementation of recommended mitigation, it would not contribute to any cumulative increase in glare in combination with the related project. As such, cumulative glare impacts are concluded to be less than significant.

d. Shading

Only one related project (No. 40) is located sufficiently near the project site to potentially create cumulative shading impacts in conjunction with the project. This related project, located on Sunset Boulevard near Gower Street, features high-rise development. Since shadows move in a northwesterly to northeasterly direction, the shadows of this related project would extend northwest toward the residential neighborhood immediately east of the project site during the morning hours. However, during the afternoon, such shadows would northwesterly and thus, would not overlap with project shadows. While shadows cast from this development would affect residences east of the project site, due to the location of the building, such shadows would occur during the morning hours. Therefore, cumulative shading impacts would be less than significant.

5. Mitigation Measures

(a) Construction

The following mitigation measures are proposed to reduce construction-related aesthetic impacts to less than significant levels:

Mitigation Measure A-1: Temporary fencing with screening material shall be used around the perimeter of the project site to buffer views of construction equipment and materials.

Mitigation Measure A-2: The Applicant shall ensure through appropriate postings and daily visual inspections that no unauthorized materials are posted on any temporary construction barriers or temporary pedestrian walkways, and that such temporary barriers and walkways are maintained in a visually attractive manner throughout the construction period.

(b) Operation

The following mitigation measures are proposed to reduce aesthetic impacts associated with project operations to the extent feasible and to assure that specific design features would be implemented:

Mitigation Measure A-3: The Applicant shall prepare a street tree plan to be reviewed and approved by the City's Department of Public Works, Street Tree Division. All plantings in the public right-of-way shall be installed in accordance with the approved street tree plan.

Mitigation Measure A-4: All landscaped areas shall be maintained in accordance with a landscape plan, including an automatic irrigation plan, prepared by a licensed landscape architect to the satisfaction of the City of Los Angeles Department of Planning.

Mitigation Measure A-5: All new sidewalks along the project's street frontages shall be paved with concrete or other safe, non-slip material to create an environment accommodating to pedestrians.

Mitigation Measure A-6: All new street and pedestrian lighting within the public right-of-way required for the project shall be approved by the Bureau of Street Lighting and shall be tested in accordance with the requirements of the Bureau of Street Lighting.

Mitigation Measure A-7: All new street and pedestrian lighting required for the project shall be shielded and directed away from any off-site light-sensitive uses.

Mitigation Measure A-8: Architectural lighting shall be directed onto the building surfaces and have low reflectivity to minimize glare and limit light spillover onto adjacent properties.

Mitigation Measure A-9: All exterior windows and glass used on building surfaces shall be non-reflective or treated with a non-reflective coating.

Mitigation Measure A-10: Architectural plans showing building surface materials, particularly on the western façade of the residential tower, shall be submitted to the Planning Department for review to ensure that specific surfacing materials and trim shall not cause roadway glare.

6. Level of Significance After Mitigation

a. Aesthetics/Visual Quality

During construction, temporary impacts would occur as the site's visual appearance would be degraded due to demolition and construction activities, removal of street trees, and truck traffic. The proposed mitigation measures would screen views of construction activity and help maintain a visually attractive construction site. Furthermore, the project's proposed landscaping plan would replace all removed street trees and increase overall landscaping features. Impacts after mitigation would be less than significant.

As demonstrated throughout this analysis, the project's proposed design and landscaping improvements would, to a large extent, enhance the visual appearance of the site. In addition, the project would be consistent with applicable goals, policies, urban design guidelines, and signage standards set forth in local requirements. However, the

14-story office building would significantly contrast in size and scale with the existing historic buildings on-site, and thus, would significantly alter the historic spatial relationships. Similarly, the visual contrast introduced by the project relative to the adjacent residential neighborhood (i.e., the Selma-La Baig Historic District) would be considered a significant impact. Although substantial mitigation would be implemented to ensure a well-designed, well-maintained visual environment, such impacts would nonetheless remain significant and unavoidable.

b. Views

Valued views of the Hollywood Hills and Hollywood Sign would not be significantly obstructed as a result of the project. However, the loss of these views from the Selma-La Baig Historic District would be considered a significant impact. As feasible mitigation measures are not available to reduce or eliminate such impacts, view impacts would be significant and unavoidable.

c. Light/Glare

While the project would increase light levels on-site, the increase in ambient light would not alter the character of the area and would not interfere with nearby residential uses. In addition, implementation of the proposed mitigation measures would ensure that light impacts would be less than significant.

While acute glare conditions which hazardously interfere with driving are rare, they have the potential to occur in conjunction with the proposed residential tower. However, implementation of the proposed mitigation measures, including the use of non-reflective glass or non-reflective coatings and coordination with the City Planning Department, would reduce impacts to levels that are less than significant.

d. Shading

While project shadows would affect nearby sensitive receptors during varying portions of the day throughout the seasons of the year, impacts would be less than significant. As such, no mitigation measures would be required.