IV. Environmental Impact Analysis

IV. Environmental Impact Analysis

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

1. Introduction

This section generally discusses the existing visual setting and aesthetic qualities of the Project Site and its surroundings along with associated regulatory requirements. This section identifies and discusses any impacts the proposed Project may have pertaining to aesthetics, views, light, glare and shading, and identifies applicable mitigation measures, if any, related to implementation of the proposed Project.

In September 2013, California Governor Brown signed Senate Bill 743 (SB 743), which made several changes to CEQA for projects located in areas defined as "transit priority areas." SB 743 was intended to streamline review under CEQA for several categories of development projects, including the development of infill projects in transit priority areas. Among other things, SB 743 adds Public Resources Code (PRC) Section 21099, which provides that "aesthetic and parking impacts of a residential, mixed-use residential, or employment center project on an infill site within a transit priority area shall not be considered significant impacts on the environment." This provision applies to the proposed Project.

PRC Section 21099(a) defines the following key terms as follows.

- "Employment center project" means a project located on property zoned for commercial uses with a floor area ratio of no less than 0.75 and that is located within a transit priority area.
- "Infill site" means a lot located within an urban area that has been previously developed, or on a vacant site where at least 75 percent of the perimeter of the site adjoins, or is separated only by an improved public right-of-way from, parcels that are developed with qualified urban uses.
- "Transit priority area" means an area within 0.5 mile of a major transit stop that is existing or planned, if the planned stop is scheduled to be completed within the planning horizon included in a Transportation Improvement Program adopted pursuant to Section 450.216 or 450.322 of Title 23 of the Code of Federal Regulations.

PRC Section 21064.3 defines "major transit stop" as "a site containing an existing rail transit station, a ferry terminal served by either a bus or rail transit service, or the intersection of two or more major bus routes with a frequency of service interval of 15 minutes or less during the morning and afternoon peak commute periods."

The proposed Project is an employment center project as the Project Site is located on a property, the majority of which is zoned Sunset Specific Plan (SSP), which permits development of commercial uses and imposes a floor area ratio (FAR) of 1.5. The Project Site is currently developed entirely with commercial-serving uses, including a two-story commercial building and a commercial parking lot.

The proposed Project is also located in a transit priority area. The Project Site is also located less than 0.5 mile from several bus lines, including those that provide bus transit service along Sunset Boulevard, San Vicente Boulevard, and Melrose Avenue. The nearest public transit stops from the Project Site are located approximately one block west and east at the intersections of Sunset Boulevard and Hammond Street (i.e., Metro 2/302 line), and Sunset Boulevard and San Vicente Boulevard (i.e., Metro 2/302, 30/330, and 105 lines; CityLine Blue and Orange routes), respectively. In particular, Metro Local Lines 2, 4, and 10, Metro Limited Line 302, and Metro Rapid Bus Line 704, each of which provides a frequency of service interval of 15 minutes or less during the morning and afternoon peak commute periods, as further discussed in Section IV.J, Traffic, Access, and Parking, of this Draft EIR.

Accordingly, as an employment center project located in a transit priority area, the proposed Project's aesthetic impacts shall not be considered significant impacts on the environment pursuant to PRC Section 21099. The following analysis regarding aesthetics, visual character, views, light and glare, and shading, therefore, is provided for informational purposes only.

For the purposes of the analysis in this section, Aesthetics, Views, Light & Glare, and Shading are generally described as follows.

a. Aesthetics/Visual Quality

Aesthetics/visual quality refers to the overall aesthetic character of an area or a field of view. Visual quality or aesthetics includes 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 or several small features that, when viewed together, create a whole that is visually interesting or appealing. Adverse visual quality effects can include the loss of aesthetic features or the introduction of contrasting features that could contribute to a decline or degradation in

overall visual character in the vicinity of the proposed Project. The analysis of visual quality presented below addresses the proposed Project's visual relationship with existing and future known land uses in the surrounding area, as well as the consistency of the proposed Project with the regulatory environment (e.g., applicable land use plans and ordinances related to visual quality).

b. Views

The analysis of views assesses the proposed Project's potential impacts on scenic vistas and visual access to valued visual resources (e.g., mountain ranges, the urban skyline, historic resources, etc.) within and surrounding the Project Site. It considers the proposed Project's distance from valued visual resources identified in the area, the topography of the Project area, and existing view obstructions. In this regard, the analysis of view obstruction focuses on the extent to which a project would 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 added to a project may obstruct focal or panoramic views. While the analysis herein considers both private and public views, protected views under CEQA are those constituting scenic views of public vistas and not private views since the obstruction of a few private views in a project's immediate vicinity is not generally regarded as a significant environmental impact.

c. 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 may be subject to disturbance by bright light sources. The analysis of lighting impacts focuses on whether or not the proposed Project would cause or substantially increase lighting effects on light sensitive uses.

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.

d. Shading

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. Facilities and operations that are typically considered sensitive to the effects of shading include solar collectors; nurseries; residential uses; primarily outdoor-oriented retail uses (e.g., certain restaurants); or routinely useable outdoor spaces associated with recreational, institutional (e.g., schools), or residential land uses. These uses are considered shade-sensitive because sunlight is important to function, physical comfort, and/or commerce.

2. Environmental Setting

a. Regulatory Framework

A number of local plans, policies, and regulations related to visual character, views, lighting, and shading are applicable to the proposed Project, including the West Hollywood General Plan, the Sunset Specific Plan (SSP), and the West Hollywood Municipal Code (WHMC).

(1) City of West Hollywood General Plan

The City of West Hollywood's (City) General Plan Land Use and Urban Form chapter sets forth goals and policies to guide the City's urban form and land use patterns and to establish a vision for the built environment, which include several goals and policies regarding the visual character of development in the City. The General Plan also includes policies specific to commercial development along Sunset Boulevard. The following goals and policies regarding aesthetics and visual character, which are discussed in further detail in Table IV.G-1 in Section IV.G, Land Use, of this Draft EIR, are relevant to the proposed Project:

- Goal LU-1: Maintain an urban form and land use pattern that enhances quality of life and meets the community's vision for its future.

- Policy LU-1.1: Maintain a balanced land use pattern and buildings to support a broad range of housing choices, retail businesses, employment opportunities, cultural institutions, entertainment venues, educational institutions, and other supportive urban uses within the City.

- Policy LU-1.2: Consider the scale of new development within its urban context to avoid abrupt changes in scale and massing.

- Policy LU-1.3: Encourage new development to enhance the pedestrian experience.

- Policy LU-2.2: Consider the scale and character of existing neighborhoods and whether new development improves and enhances the neighborhood when approving new infill development.

- Policy LU-2.8: Consider increases in the General Plan's permitted FAR and height for projects in all commercial designations that provide one or more of the following:

  - Expand existing facilities or introduce new uses which are considered to be of significant importance (public benefits, historical use, socially-valued use, etc.).

  - Provide significant benefits to the City.

  - Offer architectural design that is of unusual merit and will enhance the City.

  - Affordable Housing

- Goal LU-4: Provide for an urban environment oriented and scaled to the pedestrian.

- Policy LU-4.2: Continue to improve the pedestrian environment through a coordinated approach to street tree planting, sidewalk maintenance and enhancement, pedestrian amenities, and a focus on human-scale frontage design for building renovations and new development projects.

- Policy LU-4.3: Continue to implement parking strategies and standards that ensure parking areas do not dominate street frontages and are screened from public views whenever possible.

- Policy LU-4.4: Require development projects along commercial corridors to employ architectural transitions to adjoining residential properties to ensure compatibility of scale and a sense of privacy for the existing residences.

- Policy LU-4.5: Require development projects to incorporate landscaping in order to extend and enhance the green space network of the City.

- Policy LU-4.6: Require commercial development projects to provide for enhanced pedestrian activity in commercial areas through the following techniques:

- Minimizing vehicle intrusions across the sidewalk.
- Locating the majority of a building's frontages in close proximity to the sidewalk edge.
- Requiring that the first level of the building occupy a majority of the lot's frontage, with exceptions for vehicle access.
- Allowing for the development of outdoor plazas and dining areas.
- Requiring that the majority of the linear ground floor frontage be visually and physically "penetrable," incorporating windows and other design treatments to create an attractive street frontage.
- Requiring that ground floor uses be primarily pedestrian-oriented.
- Discouraging new surface parking lots.

- Goal LU-5: Encourage a high level of quality in architecture and site design in all construction and renovation of buildings.
- Policy LU-5.1: Continue to encourage diverse architectural styles that reflect the City's diversity and creativity.
- Policy LU-5.2: Review and evaluate development proposals during the design review process for the following:
  - The internal integrity of each proposed building or project and its relationship to adjacent properties.
  - The effects that the frontage design of each proposal for a new or renovated building will have upon the experience of the passing or approaching pedestrian.
  - How the landscape is coordinated with and contributes to the overall design of the project and the public landscape.
- Policy LU-5.3: Require that new development be designed to reflect the natural topography of the City.
- Policy LU-7.3: Require development projects to install street trees consistent with the City's street tree specifications along public sidewalks adjacent to the project site, as sidewalk width permits, where such street trees do not currently exist or where replacement is needed.
- Policy LU-8.1: Consider the scale and character of existing residential neighborhoods during the approval of new development.

- Policy LU-8.7: Encourage design of street front elevations that include occupiable space located within close proximity to the exterior grade level.

- Policy LU-9.2: Require a high level of architectural design of all new development in support of the City's commitment to design quality and innovation.

- Policy LU-15.3: Maintain the identity of Sunset Boulevard as an eclectic urban environment with varied building heights and architectural styles.

- Policy LU-15.5: As feasible, locate parking behind buildings or in structures hidden from the public view so as not to detract from the pedestrian experience.

- Goal LU-17: Ensure that on-site signs are an asset to the City.

- Policy LU-17.1: Prohibit the use of roof signs, pole signs, and flashing and animated signs, except as part of a Creative Sign Program.

- Policy LU-17.2: Rely on size, placement, location, and numeric limits for on-site signs that properly integrate into overall site development, avoiding undue proliferation of signage and preventing signs from dominating or overpowering buildings.

- Policy LU-17.3: Allow imaginative signage that is a positive contribution to its surroundings through the use of Creative Sign Permits, and in the execution of Comprehensive Sign Programs.

- Policy LU-17.4: Encourage signage that is designed for pedestrians, especially where there is discretionary authority such as Creative Signs and Comprehensive Sign Programs.

- Policy LU-17.5: As appropriate, allow for creativity and flexibility in the design, size, and placement of temporary signs such as construction and new business signs.

(2) Sunset Specific Plan (SSP)

The Project Site is also subject to the aesthetic policies and goals of the SSP. While the SSP was adopted over 20 years ago, in 1996, it continues to guide and supplement the urban form policies of the General Plan and provides specific aesthetic goals. The goals of the SSP include the preservation of the eclectic character of Sunset Boulevard through aesthetic guidelines related to urban design, open space, billboards, cultural resources, and arts programs. Specific urban design goals and objectives under the SSP include the encouragement of the development of a powerful street image to visitors while also encouraging use by local residents; enhancement of economic development and

pedestrian activity by improving the physical attractiveness of the street through widening sidewalks and providing places for relaxation, shopping, living, and dining; encouragement of sensitive design that continues the varied pattern of use, height, and density; and protection and enhancement of significant public views to the Los Angeles Basin and to the hills above Sunset Boulevard, as well as along street corridors and within open space. The goals and objectives that are relevant to the proposed Project are discussed in further detail in Table IV.G-2 in Section IV.G, Land Use, of this Draft EIR.

The SSP objectives for Area 7 (San Vicente to Doheny), which includes the Project Site, are to encourage well-designed infill projects, as well as large office and mixed use projects; improve the pedestrian environment by implementing streetscape improvements; and to encourage development and to accommodate firms associated with "creative" industries by permitting additional height and density on larger commercial parcels that are easily accessible by automobile traffic.

According to the SSP, all projects are subject to the applicable design and development standards and guidelines listed in the SSP; however, the City retains discretion to approve an alternative proposal upon a showing that the alternative proposal furthers the goals stated by the SSP and is consistent with the purposes and intent of the design and development requirements, guidelines, and standards that would otherwise apply to the Project Site.

(3) West Hollywood Municipal Code (WHMC)

The WHMC includes a range of policies related to the aesthetic quality of a development. Title 19, the Zoning Ordinance, includes design guidelines, height limits, building density, design, and landscaping standards, as well as open space and setback requirements.

Under WHMC Section 19.10.060, Commercial Building Façade Standards, architectural treatments, such as recessed doorways and entries, street-level windows and the placement of upper levels at varying angles to the street to create geometric interest, are required. Ground-level façade standards include high-quality architecture, landscaping, lighting, and well-marked entrances along the street façade.

WHMC Section 19.20.030, Architectural Elevations, requires that all elevations of all structures on a site shall be treated in a compatible manner, including the incorporation within the side and rear elevations of some or all of the design elements used for the main façades.

WHMC Chapter G-12, Commercial and Public Use Design Guidelines, implements the code's façade design standards. The intent of Chapter G-12 is to provide infill commercial development of high architectural quality and to enhance and preserve the desired character of the City's commercial areas. Chapter G-12 requires design review for site design, architecture, landscaping, signs, and parking to assure that the intent and spirit of the design guidelines are followed. Under the public use design guidelines, building façades are intended to create a welcoming environment, which stimulates pedestrian activity, such as shopping, eating, people watching, exercising, strolling, relaxing, and walking from place to place. Design guidelines include the design of a building with an orientation to the major street frontage; percent of window area; and the discouragement of long, blank, and unarticulated street wall façades.

WHMC Section 19.20.100 regulates outdoor lighting to prevent glare, light trespass, and sky glow. Specifically, this section establishes general standards for outdoor lighting, requiring lighting be designed to prevent glare, light trespass, and sky glow as much as possible. In addition, this section of the WHMC requires that permanently installed lighting shall not blink, flash, or be of unusually high intensity or brightness. Furthermore, this section of the WHMC requires that exterior lighting be as follows:

1. Be architecturally integrated with the character of the structures;
2. Be directed away from adjacent properties and public rights-of-way;
3. Be energy-efficient and shielded so that all glare is confined within the boundaries of the site;
4. Use timers, where acceptable, to turn outdoor lights off during hours when they are not needed;
5. Be appropriate in height, intensity, and scale to the uses they are serving;
6. Use no more intensity than absolutely necessary. Illuminating Engineering Society of North America-recommended light levels are as follows:

Location or Purpose of Lighting	Recommended Lighting Level
Commercial Building Entrances—Active	5 foot-candles
Commercial Building Entrances—Inactive	1 foot-candle
General Human Safety	0.5–5 foot-candles (depending on hazards and activity levels)
Parking or Pedestrian Areas	A minimum of 0.2 to 0.9 foot-candle, with an average minimum ratio of 4:1
Pathways, outdoor steps	1 foot-candle
Service station pump island	20 to 30*

* With 20 for light-colored surfaces and 30 for dark-colored surfaces.

7. Make use of "full-cutoff" fixtures to avoid glare and up-light. Note that these are different from "cutoff" fixtures, which still allow some up-light.

8. Be on poles that are low and relatively closely spaced. Lighting in large surface areas (e.g., parking lots) shall use a larger number of lower, pole-mounted fixtures rather than fewer, taller fixtures. Wattage shall be kept below 250 watts.

This section of the WHMC also requires security lighting to be provided at all structure entrances and exits and shielded lighting associated with non-residential land uses to direct light rays onto the subject parcel only. Light sources shall not be visible from adjacent properties or the public right-of-way.

WHMC Chapter 19.26 regulates landscape standards in the City. Section 19.26.040, in accordance with the Urban Design/Streetscape Master Plan, requires the installation of canopy trees on frontage sidewalks at 30-foot intervals and landscaping in all setback and open space areas. This code section also requires extensive landscaping of outdoor dining areas, plazas, and walkways that are visually attractive, usable, and accessible by the public. Landscaping of public areas shall also incorporate furniture and pedestrian-oriented amenities. Landscaping above the ground floor level is not considered sufficient to meet the landscape requirements of this chapter. Section 19.26.050, Landscape Design Standards, requires that landscape design be a strong presence in all development projects, wherever possible, and be incorporated into the overall project design as an integral and preeminent determinant of both overall character and individual detail. Under this code requirement, landscaping shall not simply be located in excess space after parking structures and other areas have been planned. Pedestrian walkways shall be considered in the design of landscaped areas. Existing mature trees and other significant vegetation shall be preserved and integrated into the new landscape to the extent feasible.

WHMC Chapter 19.34, Sign Standards, provides standards for signs and encourages creativity, variety, and compatibility to enhance the City's image. The provisions of the chapter are to encourage creative and well-designed signs that contribute in a positive way to the City's visual environment, express local character, and help develop a distinctive image for the City. Signs that are responsive to the aesthetics and character of their location, adjacent buildings and uses, and the surrounding neighborhood and are compatible and integrated into the building's architectural design with other signs are encouraged. The WHMC recognizes that signs are a necessary form of communication and, thereby, provides flexibility within the sign review and approval process to allow for unique circumstances and creativity.

WHMC Chapter 19.34 establishes standards for the illumination and size of signs; the use of temporary signs, on-and off-site signs, freestanding signs, wall signs, and creative signs; and design criteria. Under WHMC Section 19.34.050 H, wall signs shall not extend above the edge of the roof or project from a wall more than 12 inches. No windows or doorways shall be obstructed. WHMC Section 19.34.060 is intended to encourage signs of unique design and which exhibit a high degree of thoughtfulness, imagination, inventiveness, and spirit and allow for creatively designed signs to make a positive visual contribution to the overall image of the City, while mitigating the impacts of large or unusually designed signs.

b. Existing Conditions

(1) Visual Quality

(a) Project Site

The Project Site is bounded by Sunset Boulevard to the north, Hilldale Avenue to the west, multi-family residential uses to the south, and commercial and multi-family residential uses to the east. As shown in Figure IV.A-1 on page IV.A-12, the Project Site is currently developed with a two-story commercial building, surface parking that is accessed from Hilldale Avenue, and subterranean parking. Landscaping within the Project Site is limited, with a small concrete planter on the northeastern corner of the Project Site along Sunset Boulevard and concrete planters along the western boundary of the Project Site on Hilldale Avenue.

(b) Surrounding Area

The Project Site is located near the western end of the Sunset Strip in a highly urbanized and densely developed area with a mix of residential and commercial uses and entertainment venues. Commercial and entertainment venues dominate Sunset Boulevard

Looking South across Sunset Blvd.

Looking East across Hilldale Ave.

Looking Northeast across Hilldale Ave.

Looking Southwest across Sunset Blvd.

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Figure IV.A-1
Views of the Project Site

Source: Eyestone Environmental, 2016.

with restaurants, night clubs, and various retail and hospitality uses. Figure IV.A-2 through Figure IV.A-5 on pages IV.A-14 through IV.A-17 depict the land uses that surround the Project Site. The buildings along the Sunset Strip include a variety of architectural styles and heights that range from low- to high-rise. In the immediate vicinity of the Project Site, the commercial buildings are generally one to three stories in height, with the exception of the 16-story 9000 Sunset Boulevard office building (9000 Building) and the six-story office building at 8981 Sunset Boulevard, which are both located one block west of the Project Site. Single-family and multi-family residences are located north of Sunset Boulevard in the westernmost portion of the Hollywood Hills. Additional low-rise residential buildings, as well as the 10-story London West Hollywood Hotel, are located along San Vicente Boulevard east of the Project Site. Multi-family residences that are two to four stories are located immediately south of the Project Site. Additionally, West Hollywood Elementary School is located one block south of the Project Site. A six-story hotel building is also proposed to the immediate west of the Project Site across Hilldale Avenue.

Farther west of the Project Site towards the western end of the Sunset Strip are mid- to high-rise buildings, including the Sierra Towers, a condominium building that extends 31 stories in height, and four office/commercial buildings that are between 9 and 14 stories in height. In addition, a mixed-use hotel project up to 13 stories in height currently under construction at the southeastern corner of Doheny Drive and Sunset Boulevard.

(2) Views

(a) Visual Resources

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

The Project Site includes a two-story commercial structure built in 1988. As discussed further in Section VII, Effects Found Not to be Significant, of this Draft EIR, this structure is not considered to be an historic resource, and it is not currently listed on the National Register of Historic Places, the California Register of Historical Resources, the City's list of historic and cultural resources, or identified in the City's draft Citywide Commercial Historic Resources Survey. Therefore, this building on the Project Site is not considered a visual resource for the purposes of this analysis.

Commercial uses on the north side of Sunset Blvd. and residential uses north of Sunset Blvd.

Commercial uses on the north side of Sunset Boulevard across the Project Site.

Commercial uses on the north side of Sunset Blvd. across from the Project Site looking northwest from Sunset Blvd. and San Vicente Blvd./Clark St.

Commercial uses on the north side of Sunset Blvd. across from the Project Site looking northeast from Sunset Blvd. and Hammond St.

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

Source: Eyestone Environmental, 2016.

Commercial use and gas station immediately east of the Project Site on the south side of Sunset Blvd. looking west across San Vicente Blvd.

Gas station and residential uses immediately east of the Project Site looking southwest across San Vicente Blvd. and Sunset Blvd.

The London West Hollywood Hotel, gas station, and residential uses on San Vicente Blvd. looking south from Sunset Blvd.

Commercial uses on the north side of Sunset Blvd. east of San Vicente Blvd./Clark St.

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Figure IV.A-3
Views of the Existing Uses East of the Project Site

Source: Eyestone Environmental, 2016.

Commercial uses on Sunset Blvd. looking west from Hilldale Ave.

The Roxy Theatre and commercial uses on the north side of Sunset Blvd. west of Hammond St.

Residential uses and a vacant lot currently used for parking (and the site of a future hotel project) on Hammond St.

Site of a future hotel project immediately west of the Project Site across Hilldale Ave. looking east from Hammond St.

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Figure IV.A-4
Views of the Existing Uses West of the Project Site

Source: Eyestone Environmental, 2016.

Multi-family residential uses on Hilldale Ave. immediately south of the Project Site.

Multi-family residential uses on Harratt St. south of the Project Site and The London West Hollywood Hotel on San Vicente Blvd.

West Hollywood Elementary School looking southwest from Hilldale Ave. and Harratt St.

Multi-family residential uses on Harratt St. and Hilldale Ave. immediately southwest of the Project Site.

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Figure IV.A-5
Views of Existing Uses South of the Project Site

Source: Eyestone Environmental, 2016.

Visual resources also include off-site resources that may be viewed within the same viewshed as the Project Site from nearby or distant vantage points. The visual resources identified for this analysis include the Hollywood Hills to the north and the Los Angeles Basin to the south.

As discussed in Section VII, Effects Found Not to be Significant, of this Draft EIR, there are no designated state scenic highways or eligible state scenic highways within the City. Furthermore, there are no unique geologic or topographic features located on the Project Site or in the Project area, such as hilltops, ridges, ravines, rock outcrops, water bodies, streambeds, or wetlands. Therefore, the proposed Project would not substantially damage scenic resources within a scenic highway, including, but not limited to, trees, rock outcroppings, and historic buildings located within the vicinity of a City-designated scenic highway.

(b) Views from the Project Site

Due to the surrounding intervening development (i.e., buildings, roadways, billboards, and street trees), views from the Project Site are generally short in range and limited to the urban landscape within the immediate vicinity. As shown in Figure IV.A-2 on page IV.A-14, views to the north are of existing low-rise commercial development immediately across the Project Site on the north side of Sunset Boulevard and of the upper levels of the multi-family and single-family residential buildings and landscaping north of Sunset Boulevard in the westernmost portion of the Hollywood Hills. As shown in Figure IV.A-3 on page IV.A-15, views to the east of the Project Site consist primarily of low-rise commercial buildings along Sunset Boulevard, low-rise multi-family residential buildings along San Vicente Boulevard and Clark Street, and the 10-story London West Hollywood Hotel, which is prominently visible from the Project Site. As shown in Figure IV.A-4 on page IV.A-16, views to the west of the Project Site consist primarily of commercial buildings along Sunset Boulevard; the 16-story 9000 Building is prominently visible from the Project Site, as well as the 31-story Sierra Towers, which is a high-rise residential building located on Doheny Drive near Sunset Boulevard. As shown in Figure IV.A-5 on page IV.A-17, views to the south of the Project Site consist primarily of low-rise multi-family residential buildings along Hilldale Avenue and Harratt Street, and a portion of the West Hollywood Elementary School property is visible from Hilldale Avenue at Sunset Boulevard. Views of the Los Angeles Basin, the Palos Verdes Peninsula, and the Pacific Ocean to the south and of Mount Washington to the east from the Project Site are very limited due to intervening buildings and street trees.

(c) Views from the Surrounding Project Area

Public views from vantage points within the area surrounding the Project Site, particularly to the east, south, and west, are also limited due to dense urban development.

Surrounding views consist of the urban landscape consisting primarily of low-rise buildings occupied by commercial, residential, and office uses and structures. Intermittent, pedestrian-level, and long-range views of the Hollywood Hills to the north and of the Los Angeles Basin, the Palos Verdes Peninsula, and the Pacific Ocean to the south are available from segments of several north-south roadways in the Project area (e.g., Hilldale Avenue, San Vicente Boulevard, Hammond Street, and Doheny Drive) and more limited segments of some east-west roadways (e.g., Sunset Boulevard and Santa Monica Boulevard). In addition, long-range views of Mount Washington to the east are available from several east-west roadways, including Sunset Boulevard and Santa Monica Boulevard. Although most private views of these scenic resources from low-rise buildings are obstructed by existing development, private views of these scenic resources may be available from the upper levels of multi-story buildings in the area.

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). Private views of the Project Site are visible from the commercial and residential developments located immediately adjacent to the Project Site. Private views of the Project Site are also visible from the upper stories of the low-rise residential developments located north of Sunset Boulevard and from the 9000 Building one block west of the Project Site.

(d) Views from the Hollywood Hills

The Hollywood Hills, located to the north of the Project Site and north of Sunset Boulevard, rise to an elevation of approximately 1,100 feet from the base of the hills and are developed primarily with residential uses. Due to their elevated locations on the hillside, many of the residences in the Hollywood Hills are afforded long-range private panoramic views across the area surrounding the Project Site and much of the Los Angeles Basin. These views of the urban landscape cross over the Project Site and, on a clear day, such views may extend southeast to Downtown Los Angeles, south to the Palos Verdes Peninsula, and southwest to the Pacific Ocean.

(3) Light and Glare

(a) Lighting

The Project Site is located within a highly urbanized and densely developed portion of the City, where exterior façade and billboard lighting plays a key role in the image and lighting of the area. As such, the Project Site experiences and is regularly exposed to artificial lighting during evening and nighttime hours. Many nearby developments, such as

the 9000 Building and commercial buildings along Sunset Boulevard, command attention through lighting with flood lights.[1] This section of Sunset Boulevard is characterized by well-developed commercial uses and entertainment venues, including the Whisky a Go Go and the Roxy Theatre on the north side of Sunset Boulevard near the Project Site. In addition, as a primary characteristic of an urban area, nighttime lighting in the vicinity of the proposed Project results from several types of artificial light sources, including street lights, automobile lights, residential lighting, and parking facilities lighting. All adjacent streets are lighted. Existing nighttime lighting sources on the Project Site include building and signage lighting, low-level wall-mounted lights that illuminate the surface parking lot, vehicle headlights, and pole-mounted streetlights.

Daytime glare is generally associated with reflected sunlight from buildings with reflective surfaces, such as glass, shiny surfaces, metal, or other reflective materials. The Project Site is currently occupied by a two-story commercial building that is constructed of concrete, glass, and metal on three sides (i.e., north, west, and south elevations) that have a low to moderate potential for creating daytime glare. Daytime glare may emanate from the windows of the existing buildings and from the sunlight reflecting off of parked vehicles within the Project Site; however, these glare sources are not considerable in the context of the urban environment.

In the immediate vicinity of the proposed Project, the nearest off-site receptors that are considered sensitive relative to daytime glare and have views of the Project Site are the existing multi-family residential uses located immediately to the south of the Project Site. In addition, motorists traveling along roadways in the vicinity of the proposed Project, such as Sunset Boulevard, may be sensitive to daytime glare.

(4) Shade and Shadow

The area immediately surrounding the Project Site is comprised of a mix of low-rise and high-rise buildings. The tallest structures in the vicinity of the Project Site are the 16-story 9000 Building located one block to west of the Project Site and the 10-story London West Hollywood Hotel located one block southeast of the Project Site.

The Project Site is currently developed with a two-story commercial building and a surface parking lot. Landscaping within the Project Site is limited to ornamental shrubs and small trees planted in concrete planter boxes along Sunset Boulevard and Hilldale Avenue. There are three small ornamental street trees along the northern boundary of the Project

[1] *KMG Architectural Lighting, The Arts Club Environmental Impact Lighting Study, September 22, 2016.*

Site on Sunset Boulevard and one Canary Island date palm along the western boundary of the Project Site on Hilldale Avenue.

Sensitive uses relative to shading in proximity to the Project Site include the multi-family uses located to the southwest, south, southeast, and east of the Project Site. The existing commercial building and street trees currently do not generate shadows on these sensitive uses.

Shadows in the Northern Hemisphere fall to the west, northwest, north, northeast, and east, depending on the season and time of day. At the time of the spring equinox, around March 21, and the fall equinox, around September 22, night and day are nearly the same length and the sun crosses the celestial equator moving southward or northward (in the Northern Hemisphere). At the summer solstice, around June 21, the sun is directly overhead the Tropic of Cancer at noon. In the Northern Hemisphere, the longest day and shortest night of the year occur on this date, marking the beginning of summer. At the winter solstice, around December 21, the sun is directly overhead the Tropic of Capricorn at noon; this marks the beginning of winter in the Northern Hemisphere. Measuring shadow lengths for the summer and winter solstices represents the extremes of the shadow patterns that occur throughout the year. Shadows cast on the summer solstice are the shortest shadows of the year, becoming progressively longer until the winter solstice, when the shadows are the longest of the year.

3. Project Impacts

As described above, the proposed Project is considered as an employment center project to be developed in an infill site and is located in a transit priority area. Therefore, its aesthetic impacts shall not be considered significant impacts on the environment pursuant to PRC Section 21099. The following impact analysis of the proposed Project is provided for informational purposes only.

a. Methodology

(1) Visual Quality

The analysis of aesthetics considers the visual quality of the area surrounding the Project Site and the impacts of the proposed Project with respect to the existing aesthetic environment. The analysis considers the physical aspects of the proposed Project and its associated design features and is based on the evaluation of architectural plans, models, site investigation, and simulated composite photographs showing existing and future conditions for representative locations located within a range of distances and variety of directions from the Project Site. Existing visual quality on the Project Site and in the Project area is compared to the expected appearance of the Project Site in order to

determine whether or not the visual character of the area would be degraded. Factors, such as changes in the appearance of the Project Site, building height and massing, setbacks, landscape buffers and other features, are taken into account. The analysis of visual quality is guided by the following three-step process:

- Step 1: Describe the massing and general proportion of the proposed Project and proposed treatments around the proposed Project edges, which may be anticipated on the basis of the proposed Project's design features.

- Step 2: Compare the expected appearance of the Project Site after the proposed Project's implementation to the existing site 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.).

- Step 3: Compare the anticipated appearance of the proposed Project to standards within existing plans and policies that are applicable to the proposed Project Site (regulatory analysis).

(2) Views

The intent of the analysis of view obstruction is to determine if valued public view resources exist and whether public views of such valued resources would be blocked. The analysis focuses on potential impacts to public views from Sunset Boulevard and other public streets. The analysis identifies the public view resources that could be affected by the proposed development and evaluates whether a potential obstruction would substantially alter the view.

(3) Light and 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 its vicinity. The analysis also describes the proposed Project's proposed light and glare sources, and the extent to which project lighting would spill off the project site onto adjacent light-sensitive areas. The analysis considers the affected street frontages, the direction in which the light would be focused, and the extent to which the proposed Project would illuminate sensitive land uses. The analysis also considers the potential for reflected sunlight from building surfaces (glare) and the extent to which such glare would interfere with the operation of a motor vehicle 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 loss of 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 sensitive uses in the surrounding area are identified and the shading effects are calculated according to standard criteria. Impacts are calculated according to the proposed building heights and the distance from the light obstructing structures to the sensitive use. Shadow patterns are determined for the following periods from 9:00 A.M. to 5:00 P.M. Pacific Daylight Time (PDT) between early April and late October and from 9:00 A.M. to 3:00 P.M. Pacific Standard Time (PST) between late October to early April:

Season	Date
Spring Equinox	March 21
Summer Solstice	June 21
Fall Equinox	September 21
Winter Solstice	December 21

b. Significance Thresholds

Appendix G of the CEQA Guidelines provides a set of questions that addresses impacts with regard to aesthetics. Therefore, in the context of these questions from the CEQA Guidelines, a significant impact related to aesthetics would occur if the proposed Project were not exempt under SB 743 and would result in the following:

(1) Visual Quality

- Have a substantial adverse effect on a scenic vista.
- Substantially damage scenic resources including but not limited to trees, rock outcroppings, and historic buildings within a state scenic highway.

(2) Views

- Substantially degrade the existing visual character or quality of the site and its surroundings.

(3) Light and Glare

- Create a new source of substantial light and glare which would adversely affect day or nighttime views in the area.

In addition, the proposed Project potentially would have a significant impact with respect to shading if the proposed Project would result in the following:

- Shade currently unshaded off-site, shade-sensitive uses more than four hours between the hours of 9:00 A.M. and 5:00 P.M. PDT between early April and late October or more than three hours between the hours of 9:00 A.M. and 3:00 P.M. PST, between late October and early April.

c. Project Design Features

The following Project design features are proposed with regard to aesthetics and light/glare:

Project Design Feature A-1: Temporary construction fencing will be placed around the perimeter of the Project Site to screen construction activity from view at street level.

Project Design Feature A-2: The Applicant will ensure through appropriate postings and daily visual inspections that no unauthorized materials are posted on any temporary construction barriers or temporary pedestrian walkways that are accessible/visible to the public, and that such temporary barriers and walkways are maintained in a visually attractive manner throughout the construction period.

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

Project Design Feature A-4: Mechanical, electrical, and roof top equipment, as well as building appurtenances, will be screened from public view.

Project Design Feature A-5: Trash areas associated with the proposed building will be enclosed or otherwise screened from view from public rights-of-way.

Project Design Feature A-6: All new street and pedestrian lighting required for the Project will be shielded and directed away from any off-site light-sensitive uses.

Project Design Feature A-7: Architectural lighting will be directed onto the building surfaces and have low reflectivity to minimize glare and limit light spillover onto adjacent properties.

Project Design Feature A-8: All on-site exterior lighting will be automatically controlled via photo sensor to illuminate only when required.

Project Design Feature A-9: All exterior windows and glass used on exterior building surfaces will be prohibited from using highly reflective building materials, such as mirrored glass, and/or shall be tinted or treated with coating to minimize glare impacts. Consistent with applicable energy and building code requirements, glass with coatings required to meet the California Energy Code requirements will be permitted.

d. Analysis of Project Impacts

Because the proposed Project is classified as an employment center project located on a site that is considered an infill site within a transit priority area as defined by CEQA, the proposed Project's aesthetic impacts (including impacts to visual quality, views, light and glare, and shade/shadow) are not considered significant impacts on the environment. Nevertheless, the following impact analysis of the proposed Project is provided as a supplemental assessment and for informational purposes only.

(1) Visual Quality

(a) Construction

Construction activities generally cause a contrast to and disruption in the general order and aesthetic character of an area. Although temporary in nature, construction activities may cause a visually unappealing quality in a community. During construction activities for the proposed Project, the visual appearance of the Project Site would be altered due to the removal of the existing building and surface parking lot. Other construction activities, including site preparation; grading and excavation; the staging of construction equipment and materials; and the construction of the building foundation and proposed structure, would also alter the visual character and quality of the Project Site and adjacent roadways. These construction activities could be visible to pedestrians and motorists on adjacent streets, as well as to viewers within nearby buildings. However, the appearance of the Project Site during construction would be typical of construction sites in urban areas and would appear similar to other construction sites in the surrounding area. Furthermore, construction activities would be temporary in nature, and the visual impacts associated with construction activities would cease upon the completion of the construction phase of the proposed Project.

Overall, to further reduce the proposed Project's less-than-significant aesthetics impacts during construction, the proposed Project would include the installation of temporary construction fencing around the perimeter of the Project Site to screen much of the construction activity from view at the street level, as provided in Project Design Feature A-1. In addition, as set forth in Project Design Feature A-2, any pedestrian walkways and construction fencing accessible to the public would be monitored for graffiti removal throughout the construction period. While construction would alter the visual character of the Project area on a temporary basis, construction activities of the proposed Project would not substantially alter or degrade the existing visual character and quality of the Project Site or its surroundings or introduce elements that generate substantial long-term contrast with or substantially detract from the visual character of the surrounding area for the following reasons: (1) views of construction activities would be limited in duration and location; (2) the site appearance would be typical of construction sites in urban areas; (3) construction would occur within an urban setting with a high level of human activity and development; and (4) impacts would be reduced through standard best management practices implemented during the construction period. Therefore, aesthetics impacts associated with construction of the proposed Project would be less than significant and would not require mitigation.

(b) Operation

The visual character of the Project area is highly urbanized and continues to transform with new and on-going development projects that incorporate a mix of uses with mid- and high-rise buildings of contemporary design.

Buildout of the proposed Project would increase the height, density, and mass of the building on-site compared to existing conditions. The existing building currently occupies approximately 75 percent of the Project Site with the remaining 25 percent used as surface parking for the on-site uses. Under the proposed Project, the building height would increase from two to nine stories (approximately 141 feet above the northeastern corner of the Project Site along Sunset Boulevard), and the proposed building would essentially cover the entire Project Site with 15-foot setbacks from the sidewalk edges along the northern and western property lines and 5-foot setbacks along the eastern and southern property lines.

The setbacks along the northern and western property lines would allow for a landscaped community plaza on the northwestern corner of the ground level of the building. The upper levels of the building would include outdoor terraces and balconies to create a variety of building setbacks and articulation of the architectural design. In addition, the building façade would be comprised of vertical fins that would visually appear to undulate and rotate although fixed in position. This element of the design of the façade is intended to create subtle, wave-like impressions. The ground floor would incorporate visually and

physically penetrable treatments along the Sunset Boulevard and Hilldale Avenue frontages that feature extensive windows to encourage pedestrian activities and create a human-scale frontage design. Furthermore, the proposed building's design would incorporate the influence vintage art deco of historic Hollywood. Accordingly, the proposed Project would feature an iconic building design that would add to the eclectic urban environment of the Sunset Strip, where the City also envisions increases in density and height of new development. As such, the proposed Project would increase the density and height of the development on the Project Site but would be compatible with existing development in the area, including the 9000 Sunset Boulevard Building located one block west of the Project Site, the 10-story London West Hollywood Hotel located one block east of the Project Site, and other high-rise buildings towards the western end of the Sunset Strip, such as the Sierra Towers (a condominium building that extends 31 stories in height) and four office/commercial buildings that are between 9 and 14 stories in height. In addition, planned uses in the Project area include a six-story hotel project immediately west of the Project Site between Hilldale Avenue and Hammond Street and a mixed-use hotel project up to 13 stories in height currently under construction at the southeastern corner of Doheny Drive and Sunset Boulevard. Furthermore, the proposed Project has been designed with the top two floors stepping down from Sunset Boulevard and with outdoor terraces incorporated on the middle floors to reduce the perceived bulk and mass of the proposed building.

While development of the proposed Project would alter the visual character of the Project Site, the proposed building would not substantially degrade the existing visual character and quality of the Project Site and its surroundings or introduce elements that generate substantial long-term contrast with or substantially detract from the visual character of Sunset Boulevard and the western portion of the Sunset Strip. Therefore, implementation of the proposed Project would result in a less-than-significant impact related to visual quality.

(2) Views

Existing valued public views that are available within certain locations in the greater Project area include panoramic (long-range) views or vistas of identified visual resources, including the Hollywood Hills to the north; Los Angeles Basin, Palos Verdes Peninsula, and the Pacific Ocean to the south; and Mount Washington to the east. However, such public views are limited, mostly obscured by existing intervening urban features, and generally intermittent in the vicinity of the Project Site. In addition, none of the roadways within the immediate Project Site vicinity are designated as scenic highways.

Public viewing locations or vantage points of the Project Site include public streets and sidewalks adjacent to the Project Site and in the surrounding area that have existing views of identified valued view resources; distant view locations, such as public vantage

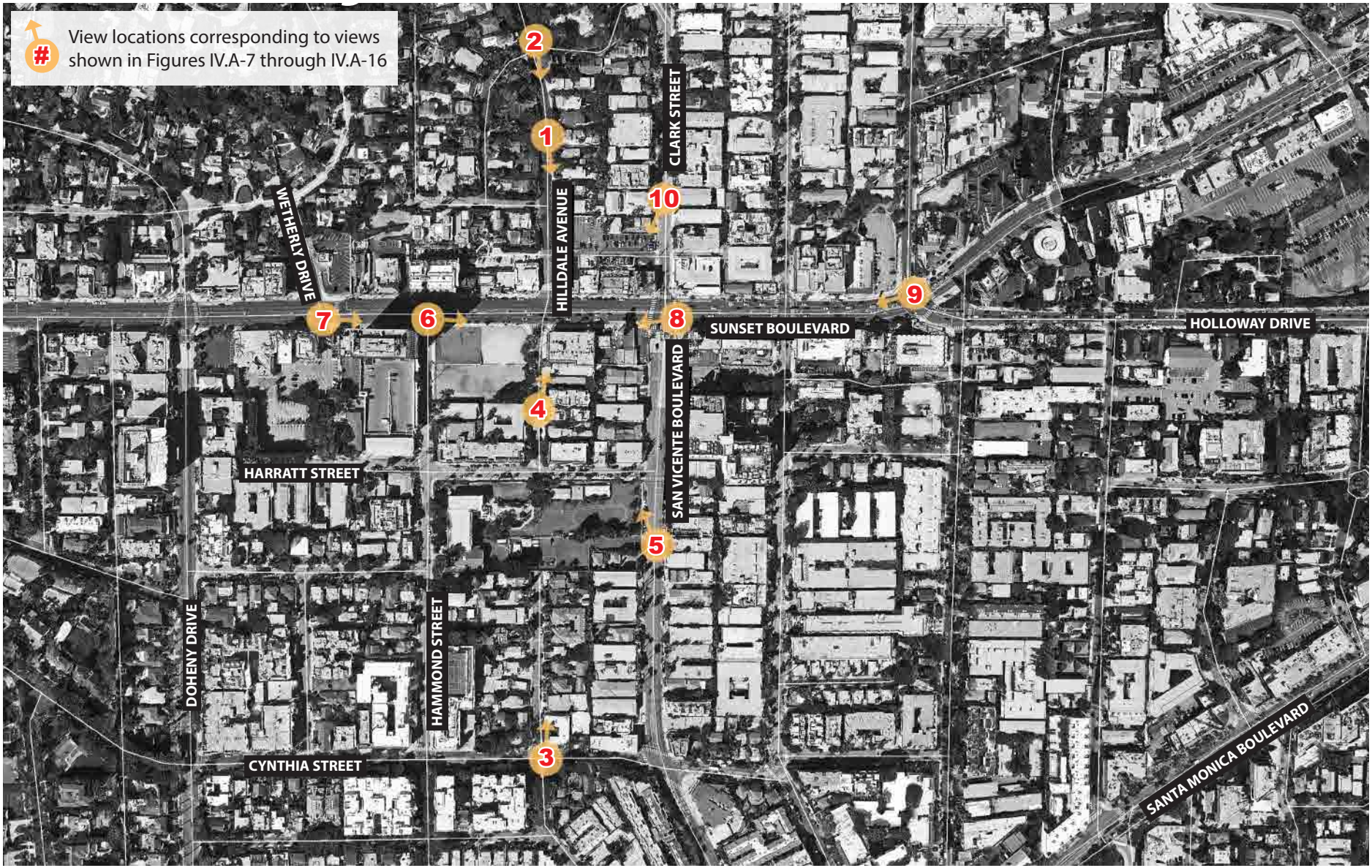
points within the Hollywood Hills; and other public areas surrounding the Project Site offering views of the Hollywood Hills, Los Angeles Basin, Palos Verdes Peninsula, Pacific Ocean, and Mount Washington. Public views from vantage points within the surrounding Project area are limited due to dense urban development and flat terrain. Surrounding views consist of the urban landscape with a varied composite of primarily low-rise to a few high-rise commercial, entertainment, and residential buildings. Intermittent, pedestrian-level, long-range views of the Hollywood Hills to the north and of the Los Angeles Basin, the Palos Verdes Peninsula, and the Pacific Ocean to the south are available from some segments of several north-south roadways in the Project area (e.g., Hilldale Avenue, San Vicente Boulevard, Hammond Street, and Doheny Drive) and more limited segments of some east-west roadways (e.g., Sunset Boulevard and Santa Monica Boulevard). In addition, long-range views of Mount Washington to the east are available from several east-west roadways, including Sunset Boulevard and Santa Monica Boulevard.

(a) Construction

When compared to existing site conditions that contain an existing commercial building, the presence of construction equipment on the Project Site during construction, such as cranes, drill rigs, cement and mortar mixer trucks, and aerial lifts, could alter existing views of and across the Project Site. However, construction equipment would maintain a relatively low height profile and, therefore, would not be expected to impede or block any existing views of and across the Project Site. In addition, the use of such type of construction equipment is typical of construction sites in urban areas. Construction activities are anticipated to occur over a 32-month period and thus, would be temporary in nature, and the use of construction equipment would cease upon the completion of the construction phase of the proposed Project. Therefore, view impacts resulting from construction of the proposed Project would be less than significant and would not require mitigation. Furthermore, in accordance with SB 743, aesthetic impacts related to public views would not be considered significant.

(b) Operation

To supplement the analysis of operational impacts related to public views, visual simulations of the proposed Project at buildout were prepared. A view location map showing the locations of each vantage point is provided in Figure IV.A-6 on page IV.A-29. The visual simulations, which are provided in Figure IV.A-7 through Figure IV.A-16 on pages IV.A-30 through IV.A-39, respectively, are based on an architectural 3-D digital model of the proposed Project and are intended to generally depict the proposed Project's building heights and massing relevant to the assessment of aesthetic impacts. Each figure also contains a corresponding photograph showing the existing view from each of the vantage points for comparison. Ten simulations are provided, the locations of which were selected based on the availability of public views that contain the Project Site in conjunction



eyestone ENVIRONMENTAL

Figure IV.A-6
View Location Map

Source: Gensler, 2016.

EXISTING

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Figure IV.A-7
Existing and Proposed Views – Location 1
View Looking South from Hilldale Avenue
Just North of Shoreham Drive

Source: Gensler, 2016.

EXISTING

PROPOSED

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Figure IV.A-8
Existing and Proposed Views – Location 2
View Looking South from the Intersection of
Hilldale Avenue and Ozeta Terrace

Source: Gensler, 2016.

EXISTING

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Figure IV.A-9
Existing and Proposed Views – Location 3
View Looking North from the Intersection of Hilldale Avenue and Cynthia Street

Source: Gensler, 2016.

EXISTING

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Figure IV.A-10
Existing and Proposed Views – Location 4
View Looking North from Hilldale
Just South of Sunset Boulevard

Source: Gensler, 2016.

EXISTING

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Figure IV.A-11
Existing and Proposed Views – Location 5
View Looking Northwest from San Vicente Boulevard
Just South of Harratt Street

Source: Gensler, 2016.

EXISTING

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Figure IV.A-12
Existing and Proposed Views – Location 6
View Looking East from the Intersection of Sunset Boulevard and Hammond Street

Source: Gensler, 2016.

EXISTING

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Figure IV.A-13
Existing and Proposed Views – Location 7
View Looking East from Sunset Boulevard
Just West of Wetherly Drive

Source: Gensler, 2016.

EXISTING

PROPOSED

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Figure IV.A-14
Existing and Proposed Views – Location 8
View Looking West from the Intersection of Sunset Boulevard and San Vicente Boulevard/Clark Street

Source: Gensler, 2016.

EXISTING

PROPOSED

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Figure IV.A-15
Existing and Proposed Views – Location 9
View Looking West from the Intersection of Sunset Boulevard and Hom Avenue/Holloway Drive

Source: Gensler, 2016.

EXISTING

PROPOSED

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Figure IV.A-16
Existing and Proposed Views – Location 10
View Looking Southwest from Clark Street
Just North of Sunset Boulevard

Source: Gensler, 2016.

with surrounding visual resources (e.g., Hollywood Hills, Los Angeles Basin, or the Pacific Ocean). The following discussion summarizes the principal characteristics of each public view:

View 1: Looking South from Hilldale Avenue Just North of Shoreham Drive (Location 1). Location 1 in Figure IV.A-7 on page IV.A-30 presents the existing view and a view with the proposed Project from a location that is approximately 40 feet higher than Sunset Boulevard and the Project Site. This view is included to represent public views of the Project Site from Hilldale Avenue north of Sunset Boulevard at the base of the Hollywood Hills. Under existing conditions, the foreground view is dominated by the Hilldale Avenue right-of-way and landscaping on both sides of the street. A portion of the middle-ground, in which the Project Site is located, is dominated by overhead utility lines extending along the east side of Hilldale Avenue. The background provides views of the Los Angeles Basin, the Palos Verdes Peninsula, and the Pacific Ocean. With implementation of the proposed Project, these views would be partially obscured and replaced with views of the north elevation of the proposed building. However, while distant views of these visual resources would be partially blocked, a substantial portion of the view would remain unchanged from other public rights-of-way north of Sunset Boulevard at the base of the Hollywood Hills.

View 2: Looking South from the intersection of Hilldale Avenue and Ozeta Terrace (Location 2). Location 2 in Figure IV.A-8 on page IV.A-31 presents the existing view and a view with the proposed Project from a location that is approximately 100 feet higher than Sunset Boulevard and the Project Site and approximately 60 feet higher than View 1. This view is included to represent views of the Project Site from the westernmost portion of the Hollywood Hills. Under existing conditions, the foreground and middle-ground views are dominated by landscaping along Hilldale Avenue. The middle-ground view also offers a view of the existing building on-site, as well as roof tops and tree tops in the residential area south of Sunset Boulevard. Partial views of the Los Angeles Basin, the Palos Verdes Peninsula, and the Pacific Ocean are available in the background. With implementation of the proposed Project, the foreground and background views generally would remain unchanged due to the dense landscaping in the foreground and the expansive and panoramic nature of the background. The middle-ground view of some roof tops and tree tops would be replaced with a view of the north elevation of the proposed building.

View 3: Looking North from the intersection of Hilldale Avenue and Cynthia Street (Location 3). Location 3 in Figure IV.A-9 on page IV.A-32 presents the existing view and a view with the proposed Project from a location that is approximately 85 feet lower than Sunset Boulevard and the Project Site. This view is included to represent views of the Project Site from the residential street south of the Project Site. Under existing conditions, the foreground view is dominated by low-rise multi-family uses lining both sides of Hilldale

Avenue. The middle-ground view is dominated by landscaping along Hilldale Avenue. The middle-ground view also offers a view of the second story of the existing building on-site. A limited view of the Hollywood Hills, along with tall palm trees, is available in the background. With implementation of the proposed Project, the foreground view generally would remain unchanged. The middle-ground and background views would be replaced with a view of the upper floors of the proposed building. However, while the limited views of the Hollywood Hills would be partially blocked, a substantial portion of the hillside views would remain unchanged from other locations south of the Project Site due to the already dense urban development with low-, mid- and high-rise structures in the Project area.

View 4: Looking North from Hilldale Avenue Just South of Sunset Boulevard (Location 4). Location 4 in Figure IV.A-10 on page IV.A-33 presents the existing view and a view with the proposed Project from a location on Hilldale Avenue just south of the Project Site. This view is included to represent a close-up view of the Project Site from the immediately adjacent area looking north on Hilldale Avenue. Under existing conditions, the foreground and middle-ground views are dominated by landscaping along Hilldale Avenue. The middle-ground view also offers a view of the western elevation of the existing building on-site. A very limited view of the hillside area north of Sunset Boulevard is available in the background. With implementation of the proposed Project, the foreground and background views generally would remain unchanged. The middle-ground view of the existing building would be replaced with a view of the western and southern elevations of the proposed building, which would appear taller and have more massing than the existing building currently on-site. While not apparent from the visual simulation represented in Figure IV.A-10 on page IV.A-33, the building's architectural details, including balconies, terraces, and decks, would be incorporated into the proposed Project design to soften the increased height and massing from a visual standpoint.

View 5: Looking Northwest from San Vicente Boulevard Just South of Harratt Street (Location 5). Location 5 in Figure IV.A-11 on page IV.A-34 presents the existing view and a view with the proposed Project from a location to the southeast of the Project Site. This view is included to represent a view of the Project Site with the London West Hollywood Hotel, which is similar in height and density as the proposed Project. Under existing conditions, the foreground and middle-ground views are dominated by the San Vicente Boulevard right-of-way, the eastern boundary of the West Hollywood Elementary School property on the west side of San Vicente Boulevard, and the London West Hollywood Hotel and an overhead utility line on the east side of San Vicente Boulevard. The existing building on the Project Site is not visible from San Vicente Boulevard. A limited view of the Hollywood Hills is available in the background. With implementation of the proposed Project, the foreground and background views would remain unchanged. However, a view of the upper floors of the southern and eastern elevations of the proposed building would become visible from San Vicente Boulevard and would appear taller and have more

massing than the existing buildings in the immediate vicinity. While the proposed building would be a conspicuous feature in the middle-ground view, no views of any identified visual resources would be obstructed or changed.

View 6: Looking East from the Intersection of Sunset Boulevard and Hammond Street (Location 6). Location 6 in Figure IV.A-12 on page IV.A-35 presents the existing view and a view with the proposed Project from a location to the west of the Project Site. This view is included to represent a view looking east of the Project Site with the London West Hollywood Hotel, which is similar in height and density as the proposed Project. Under existing conditions, the foreground and middle-ground views are dominated by the Sunset Boulevard right-of-way, one- to two-story commercial uses on the north side of Sunset Boulevard, a surface parking lot and the Project Site on the south side of Sunset Boulevard, and the London West Hollywood Hotel behind the Project Site. Limited views of Mount Washington looking down Sunset Boulevard and the Los Angeles Basin to the south and southeast are available in the background. With implementation of the proposed Project, the foreground and background views would remain unchanged. However, a view of the northern and western elevations of the proposed building would dominate the middle-ground view. While the proposed building would be a conspicuous feature in the middle-ground view, no views of any identified visual resources would be obstructed or changed.

View 7: Looking East from the Intersection of Sunset Boulevard Just West of Wetherly Drive (Location 7). Location 7 in Figure IV.A-13 on page IV.A-36 presents the existing view and a view with the proposed Project from a location to the west of the Project Site. This view is included to represent a view of the Project Site with the 9000 Building at 9000 Sunset Boulevard, which is the tallest building in this segment of the Sunset Strip. Under existing conditions, the foreground view is dominated by the 9000 Building. The middle-ground view is characterized by low-rise commercial buildings on both sides of Sunset Boulevard, including the existing building on the Project Site. Limited views of Mount Washington looking down Sunset Boulevard are available in the background. With implementation of the proposed Project, the foreground and background views would remain unchanged. However, a view of the northern and western elevations of the proposed building would be prominent in the middle-ground view. While the proposed building would be a conspicuous feature in the middle-ground view, no views of any identified visual resources would be obstructed or changed.

View 8: Looking West from the Intersection of Sunset Boulevard and San Vicente Boulevard/Clark Street (Location 8). Location 8 in Figure IV.A-14 on page IV.A-37 presents the existing view and a view with the proposed Project from a location to the east of the Project Site. This view is included to represent a view of the Project Site with the 9000 Building in the middle-ground. Under existing conditions, the foreground view is

dominated by billboards and the low-rise commercial buildings on both sides of Sunset Boulevard. The middle-ground is dominated by the 9000 Building, with a high-rise residential building (i.e., Sierra Towers) in the background. With implementation of the proposed Project, the middle-ground and background views would remain unchanged. However, a view of the eastern and northern elevations of the proposed building would dominate the foreground view. While the proposed building would be a conspicuous feature with the added height and massing in the foreground view, no views of any identified visual resources would be obstructed or changed.

View 9: Looking West from the Intersection of Sunset Boulevard and Horn Avenue/Holloway Drive (Location 9). Location 9 in Figure IV.A-15 on page IV.A-38 presents the existing view and a view with the proposed Project three blocks to the east of the Project Site. This view is included to represent a view of the Project Site with the 9000 Building in the background. Under existing conditions, the foreground and middle-ground views are dominated by the Sunset Boulevard right-of-way and the low-rise commercial buildings on both sides of Sunset Boulevard. In addition, there are several billboards on the south side of Sunset Boulevard. The background is dominated by the 9000 Building along with a high-rise residential building. With implementation of the proposed Project, the middle-ground and background views would remain unchanged. However, a view of the eastern elevation of the proposed building would be visible in front of a portion of the 9000 Building. While the proposed building would be a conspicuous feature in the background view, no views of identified visual resources would be obstructed or changed.

View 10: Looking Southwest from Clark Street Just North of Sunset Boulevard (Location 10). Location 10 in Figure IV.A-16 on page IV.A-39 presents the existing view and a view with the proposed Project looking southwest toward the Project Site. This view is included to represent a view of the Project Site from the northeast, which is characterized by multi-family residential uses. Under existing conditions, the foreground and middle-ground views are characterized by low-rise commercial and residential buildings. The back sides of billboards on top of the Whisky A Go Go are prominent from this vantage point. The parapets on the existing building on-site are partially visible above the roofs of the low-rise structures on the north side of Sunset Boulevard. With implementation of the proposed Project, the foreground and middle-ground views would remain unchanged. However, views of the upper floors of the northern elevation of the proposed building would become visible from Clark Street and would appear taller and have more massing than the existing buildings in the immediate vicinity. While the proposed building would be a conspicuous feature in the background view, no views of the identified visual resources would be obstructed or changed.

As depicted in the visual simulations described above, the introduction of the proposed building would result in changes to short-range views of the Project Site. Due to the height and mass of the proposed building, changes to short-range views, particularly along the immediately adjacent roadways (i.e., Sunset Boulevard and Hilldale Avenue), would be more substantial than changes to long-range views (e View 2 in Figure IV.A-8 on page IV.A-31, View 3 in Figure IV.A-9 on page IV.A-32, and View 9 in Figure IV.A-15 on page IV.A-38). As shown in these figures, within short-range views from street-level vantage points adjacent to the Project Site, the proposed Project would be highly visible and would be substantially taller and have more massing than the existing two-story building.

However, based on the visual simulations presented above, long-range views of identified visual resources or scenic vistas would not be affected by development of the proposed Project. There are no scenic resources located on the Project Site or in the immediate vicinity of the Project Site. Therefore, the proposed Project would not damage or obstruct views of scenic vistas, and impacts to views would be less than significant and would not require mitigation.

Similarly, as discussed in Section VII, Effects Found Not to be Significant, of this Draft EIR, the Project Site is not located along an eligible or designated scenic highway. Therefore, the proposed Project would not substantially damage scenic resources within a scenic highway, including, but not limited to, trees, rock outcroppings, and historic buildings located within the vicinity of a City-designated scenic highway. Accordingly, no further analysis regarding scenic highways is required.

(3) Light and Glare

(a) Construction

Lighting needed during construction of the proposed Project has the potential to generate light spillover to off-site sensitive land uses in the vicinity of the proposed Project, including the multi-family residential uses directly south and east of the Project Site. Construction activities would occur in accordance with the provisions of WHMC Section 9.08.050.d, which limits the hours of construction to between 8:00 A.M. and 7:00 P.M. on weekdays and Saturdays; however, only interior construction is permitted on Saturdays. No construction is permitted on Sundays or national holidays. While the majority of proposed Project's construction would occur during daylight hours, there is a potential that construction could occur in the early evening hours within the permitted hours of construction and require the use of artificial lighting. Outdoor lighting sources, such as floodlights, spot lights, and/or headlights associated with construction equipment and haul trucks, typically accompany nighttime construction activities. To the extent early evening construction includes artificial light sources, such use would be temporary and would cease

upon completion of the proposed Project. Furthermore, construction-related illumination would be used for safety and security purposes only, in compliance with WHMC light intensity requirements (Section 19.20.100).

Additionally, as identified in Project Design Feature A-3, construction lighting would be shielded and/or aimed so that no direct beam illumination would fall outside of the Project Site boundary. Construction lighting, while potentially bright, would be focused on the particular area undergoing work rather than on surrounding properties. Accordingly, uses which are not adjacent to the construction site would not be anticipated to be substantially affected by construction lighting. Therefore, with adherence to existing WHMC regulations and Project Design Feature A-3 identified above, light resulting from construction activities would not significantly impact off-site sensitive uses, substantially alter the character of off-site areas surrounding the construction area, adversely impact day or nighttime views in the area, or substantially interfere with the performance of an off-site activity.

Daytime glare could potentially occur during construction activities if reflective construction materials were positioned in highly visible locations where the reflection of sunlight could occur. However, any glare would be highly transitory and short-term, given the movement of construction equipment and materials within the construction area, and the temporary nature of construction activities. In addition, large, flat surfaces that are generally required to generate substantial glare are typically not an element of construction activities. Furthermore, as noted above, construction would primarily occur during the daytime hours in accordance with the WHMC. The glare from vehicles that currently park on the Project Site would be similar or cause greater visual impacts than temporary construction glare, if any. Furthermore, as set forth in Project Design Feature A-1, temporary construction fencing would be placed along the periphery of the Project Site to screen construction activity from view at the street level from off-site locations. Therefore, there would be a negligible potential for daytime or nighttime glare associated with construction activities to occur.

Based on the above analysis, light and glare associated with construction of the proposed Project would not substantially alter the character of off-site areas surrounding the Project Site or adversely impact day or nighttime views in the area. Therefore, impacts from Project-related sources of artificial light and glare during construction would be less than significant and would not require mitigation.

(b) Operation

The Project Site is located within a very active part of the City on the Sunset Strip, where exterior façade and billboard lighting predominate throughout the area. Nighttime

lighting in the vicinity of the proposed Project results from numerous types of artificial light sources, including street lights, automobile lights, illuminated signage, residential and commercial building lights, and parking facilities. The Project Site's frontage along Sunset Boulevard consists of a well-developed commercial boulevard. All adjacent streets are lighted. Existing lighting within the Project Site itself includes interior lights from commercial and office uses, and exterior lights at the surface parking lot and surrounding streets. Signage and building lighting are also sources of lighting within the Project Site.

The proposed Project would include lighting from within the interior, as well as lighting at the building exterior elevations, building entrances and exits, terraces and balconies, and roof decks. Exterior lighting along the public areas would include pedestrian-scale fixtures and elements. Proposed Project lighting would incorporate low-level exterior lights adjacent to buildings and along pathways for security and wayfinding purposes. In addition, low-level lighting to accent signage, architectural features, and landscaping elements would be incorporated throughout the Project Site. However, the proposed Project would not include any feature or decorative lighting to highlight the building at the ground level, which would reduce the potential of any impact from light trespass. The proposed lighting scheme would utilize low glare fixtures at the ground level to provide soft, low level functional lighting at building entrance and ramp area, which would cause minimal light trespass to the surrounding area. In addition, proposed Project lighting would be energy efficient, and all fixtures are proposed to be dimmed to 50 percent of nominal light output to reduce lighting impact and energy consumption. All on-site exterior lighting would be automatically controlled to illuminate only when necessary and would be shielded or directed toward areas to be illuminated, thereby limiting spillover onto nearby residential areas, particularly the multi-family residential uses immediately to the south of the Project Site. In addition, illuminated signage would include monument or mounted project identity signage and general ground-level wayfinding pedestrian signage, as permitted by the WHMC. Wayfinding signs would be located at subterranean parking level entrances, elevator lobby, and corridors. All on-site lighting would comply with regulatory requirements, including the requirements that are set forth by CALGreen and Title 24 that stipulate the use of high performance lights with good color and good glare control. In addition, in accordance with Project Design Features A-6 through A-8 above, design elements would be incorporated to limit the direct view of the light source for all exterior light fixtures, to ensure that all light sources are directed away from any off-site light-sensitive uses, and to control on-site exterior lighting to illuminate only when required.

The proposed Project is located on a sloped site, and the adjacent building to the east is not taller than 16 feet above Sunset Boulevard. The proposed building would be fully enclosed with a solid concrete wall on its southern and eastern edge, a portion of which would be articulated with architectural concrete finishes and/or shielded with vegetation and planting materials. The northern and western facades of the proposed

Project would be set back 15 feet from the sidewalk edge along Sunset Boulevard and Hilldale Street, respectively, and would be articulated with architectural concrete finishes and/or partially shielded with landscaping and vegetation and would include a landscaped community plaza on the northwestern corner of the Project Site. These features would prevent nighttime light trespass to adjacent residential and commercial uses. The proposed building would otherwise be open to the north and west, with low-glare recessed rectangular small aperture fixtures to light ground circulation, as well as the building entrance. All fixtures would be dimmed to be 50 percent of nominal light output to reduce lighting impact and energy consumption.

(i) Illuminance and Nighttime Glare

Sensitive receptors relative to light and glare within the vicinity of the Project Site include residential uses, particularly to the east and south. However, since the east and south sides of the proposed building would be fully enclosed by concrete walls up to the top of the first level, no lighting impacts would occur on these residential uses. In addition, based on the proposed lighting scheme, which would utilize low-glare fixtures to provide soft, low-level functional lighting at the building entrance and ramp area, Project lighting would be consistent with the recommended lighting levels established in Section 19.20.100 of the WHMC. From the proposed building, there would be a maximum of 0.1 foot-candle on the opposite curb line of Hilldale Street to the west, 0.0 foot-candle on the opposite curb line of Sunset Boulevard to the north, a maximum of 0.3 foot-candle immediately to the south, and 0.1 foot-candle immediately to the east, which would indicate minimal lighting influence to all areas surrounding the Project Site.[2] Therefore, Project-related illuminance levels associated with building and site lighting would be less than significant and would not require mitigation.

(ii) Daytime Glare

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. Motorists traveling along roadways in the vicinity of the proposed Project are sensitive to daytime glare. Reflective surfaces can be associated with window glass and polished surfaces, such as metallic 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 proposed Project would occur during periods in which the sun is low on the horizon and when the point of reflection within the proposed Project is in front of the driver, in the direction of travel.

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[2] *KMG Architectural Lighting, The Arts Club Environmental Impact Lighting Study, September 22, 2016.*

Development of the proposed Project could affect daytime glare conditions with the introduction of a new building at the Project Site. Most of the proposed Project's exterior glass would be broken up through the perforations and articulated vertical glass fins along the exterior of the building façades, such that there would be minimal opportunity for glare. Nevertheless, Project Design Feature A-9 requires that the glass used in building façades shall not be highly reflective or shall otherwise be tinted or treated with an anti-reflective coating, which will ensure no adverse daytime glare impacts would occur. Thus, potential daytime glare attributable to the proposed Project would be controlled. The proposed Project's development would not incorporate substantial amounts of highly reflective building materials or signage that would be highly visible to off-site glare-sensitive uses and would not substantially alter the character of the off-site areas surrounding the Project Site or interfere with the performance of an off-site activity. Therefore, the proposed Project's daytime glare impacts would be less than significant and would not require mitigation.

(iii) Summary

Based on the above, with the implementation of project design features and compliance with applicable WHMC regulations pertaining to outdoor lighting, lighting associated with the proposed Project would not create a new source of substantial light and glare, which would adversely affect day or nighttime views in the area. Therefore, impacts attributable to Project-induced artificial lighting would be less than significant and would not require mitigation.

(4) Shading

The proposed Project would replace the existing two-story structure on the Project Site with an approximately 132,000-square-foot mixed-used commercial building, which would reach a maximum height of 141 feet above the northeastern corner of Sunset Boulevard. In order to determine the extent of shading impacts, shadow diagrams were prepared that show the adjacent off-site shade-sensitive uses that would receive shadows and the nature of shading that would occur. Figure IV.A-17 through Figure IV.A-20 on pages IV.A-49 through IV.A-52 depict the maximum potential shadows that would be cast by the proposed building.

(a) Spring and Fall Equinoxes

As shown in Figure IV.A-17 and Figure IV.A-18 on pages IV.A-49 and IV.A-50, shadows resulting from the proposed Project during the spring and fall, respectively, would extend in a northerly direction and would move from northwest to northeast across the surrounding area. As shown in the figures, no shade-sensitive uses, including those with routinely useable outdoor spaces (e.g., outdoor dining areas and rooftop amenities), would be affected by the proposed building. A small portion of the northwestern corner of the

SPRING EQUINOX
9AM - 5PM

ARTS CLUB SHADOW DEPICTED IN **GREEN**

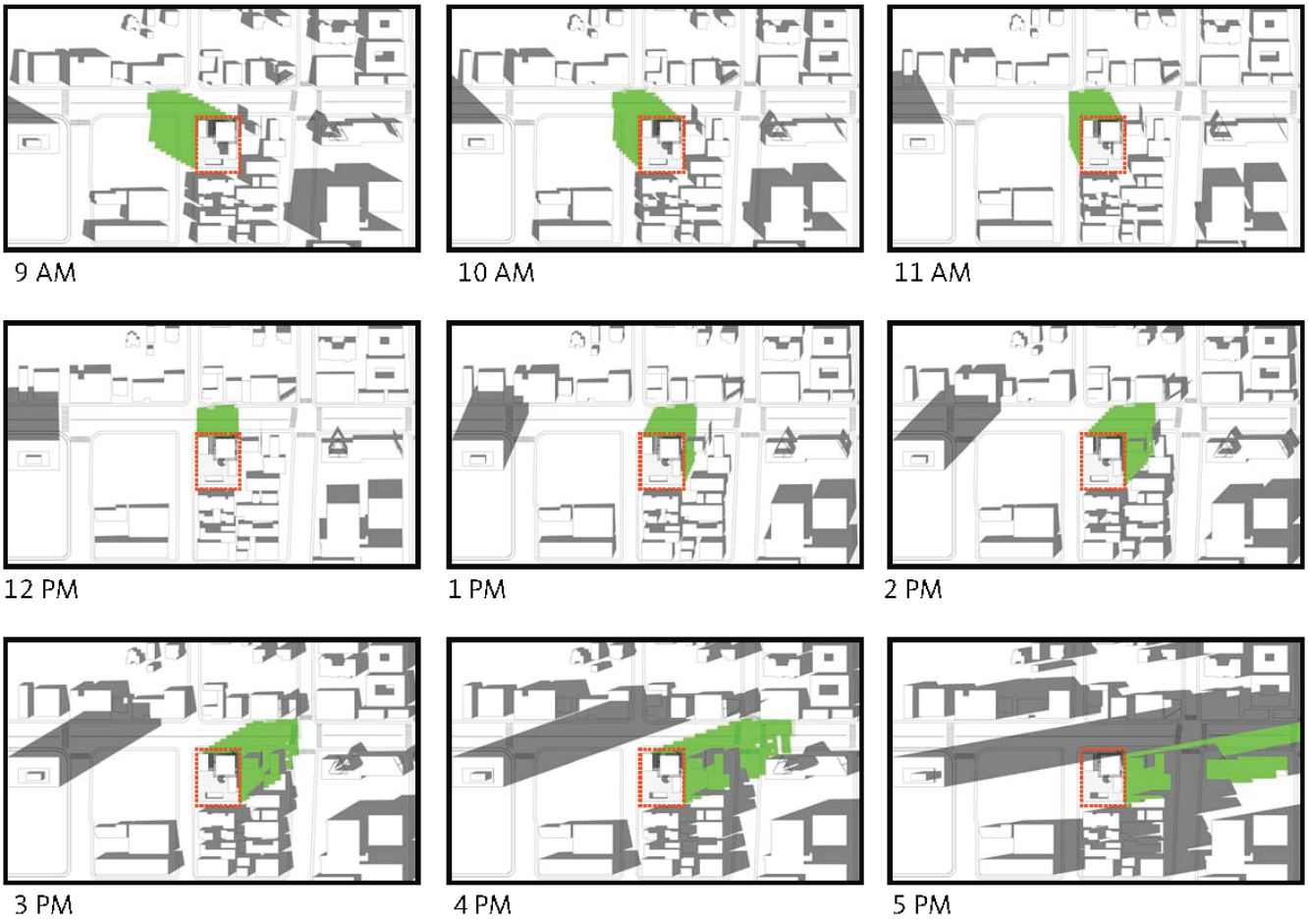

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Figure IV.A-17
Spring Equinox Shadows

Source: Gensler, 2017.

FALL EQUINOX
9AM - 5PM

ARTS CLUB SHADOW DEPICTED IN **GREEN**

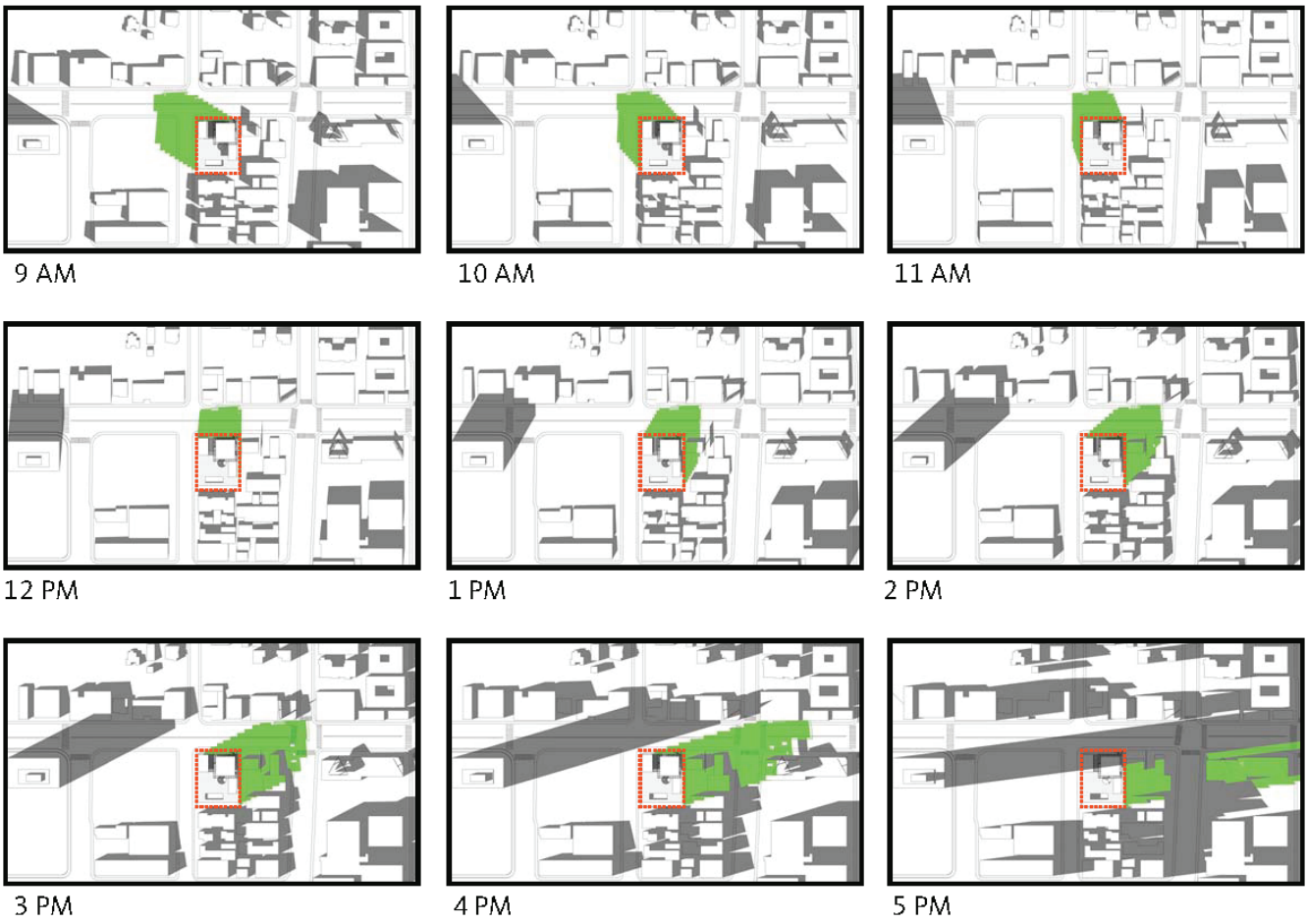

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Figure IV.A-18
Fall Equinox Shadows

Source: Gensler, 2017.

SUMMER SOLSTICE
9AM - 5PM

ARTS CLUB SHADOW DEPICTED IN **GREEN**

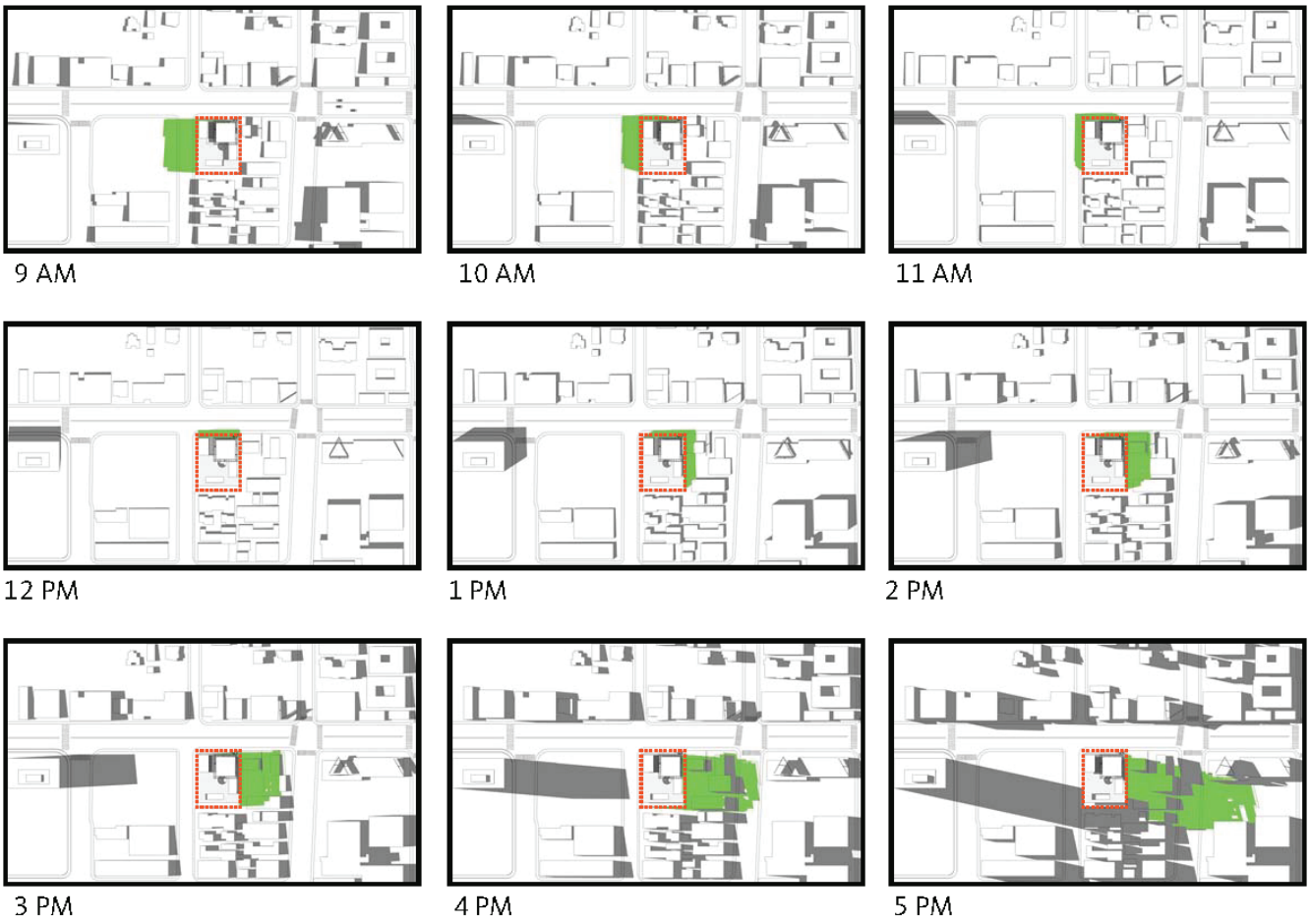

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Figure IV.A-19
Summer Solstice Shadows

Source: Gensler, 2017.

WINTER SOLSTICE
9AM - 5PM

ARTS CLUB SHADOW DEPICTED IN **GREEN**

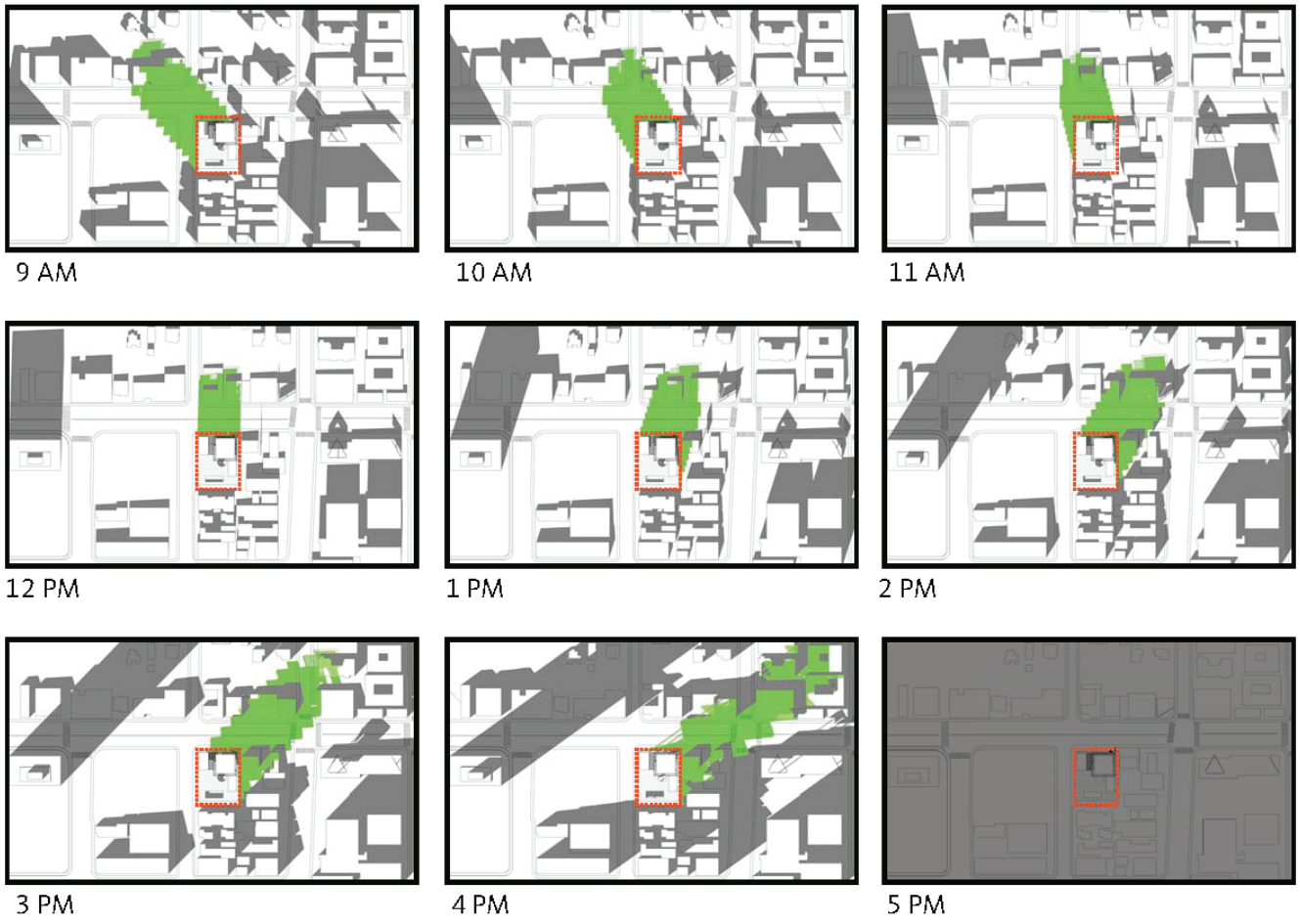

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Figure IV.A-20
Winter Solstice Shadows

Source: Gensler, 2017.

multi-family residential building located east of the Project Site would be shaded starting at 2:00 p.m.; however, as mentioned above, there are no routinely useable outdoor spaces associated with this residential building that would be affected. Moreover, even if there were shade-sensitive uses that could potentially be impacted, the amount of shading resulting from the proposed Project would not meet the City's significance threshold for this issue as it would only constitute three hours of shading between the hours of 9:00 A.M. and 5:00 P.M. (rather than the four hours required to reach the applicable significance threshold level). Therefore, shadows resulting from the proposed Project would not extend to any surrounding sensitive uses during the spring and fall equinoxes and would not affect shade-sensitive uses in the Project area. Therefore, shading impacts would be less than significant and would not require mitigation.

(b) Summer Solstice

During the summer solstice, shadows resulting from the proposed Project would be the shortest due to the higher position of the sun and would move from west to east, as shown Figure IV.A-19 on page IV.A-51. As shown in the figure, no land uses with routinely useable outdoor spaces (e.g., outdoor dining areas and rooftop amenities) would be shaded by the proposed building. The multi-family residential building located east of the Project Site would be shaded starting at 3:00 P.M.; however, as mentioned above, there are no useable outdoor spaces that would be shaded. Moreover, even if there were shade-sensitive uses that could potentially be impacted, the amount of shading resulting from the proposed Project would not meet the City's significance threshold for this issue as it would only constitute two hours of shading between the hours of 9:00 A.M. and 5:00 P.M. (rather than the four hours required to reach the applicable significance threshold level). Therefore, proposed Project shadows would not extend to any surrounding shade-sensitive uses, including potentially routinely useable outdoor spaces associated with these uses, during the summer and, as such, shading impacts would be less than significant and would not require mitigation.

(c) 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-20 on page IV.A-52, shadows resulting from the proposed Project during the winter would extend in a northerly direction and would move from northwest to northeast across the surrounding area. Specifically, shadows resulting from the proposed Project would extend across Sunset Boulevard and both: (1) shade various commercial uses on the north side of Sunset Boulevard; and (2) potentially shade some residential uses that lie north of Sunset Boulevard and east of Clark Street starting after 3:00 P.M. However, the commercial uses are not considered shade-sensitive as they do not have routinely useable outdoor spaces

(e.g., outdoor dining areas and rooftop amenities) that would be affected by the proposed building, and any potential impacts on shade-sensitive residential uses would not occur during the applicable time period required under the City's significance threshold criteria (i.e., between the hours of 9:00 A.M. and 3 P.M. for more than three hours). Therefore, shadows resulting from the proposed Project would not extend to any surrounding shade-sensitive uses during the relevant time periods required by the City's significance threshold for this issue during the winter and, as such, shading impacts would be less than significant and would not require mitigation.

(5) Consistency with Regulatory Framework

(a) City of West Hollywood General Plan

The City's General Plan includes several goals regarding the visual character and urban form of new development. Table IV.G-1 in Section IV.G, Land Use, of this Draft EIR presents all applicable policies of the General Plan, including policies regarding visual character and urban form. As discussed in Table IV.G-1, the proposed Project would support the relevant goals of the Land Use Element Chapter. Specifically, as it relates to visual character and urban form, the proposed Project would: (1) maintain a land use pattern that enhances the quality of life and meets the community's vision for its future; (2) encourage a high level of quality in architecture and site design; and (3) maximize the iconic urban design value and visual creativity in West Hollywood.

The proposed Project's architectural design would incorporate a building façade that would be comprised of vertical fins that would visually appear to undulate and rotate although fixed in position. This element of the design of the façade is intended to create subtle, wave like impressions. The building's design would also incorporate the vintage art deco styles of historic Hollywood. The ground level of the building would incorporate a landscaped plaza, and the upper levels of the building would include outdoor terraces that would be visually interactive with the street. Valet services and parking would be fully enclosed, with access via Hilldale Avenue only, so as not to detract from the pedestrian experience on Sunset Boulevard. In addition, the proposed Project has been designed with the top two floors stepping down from Sunset Boulevard and with outdoor terraces incorporated on the middle floors to reduce the perceived bulk and mass of the proposed building.

As discussed in Subsection 2.a and 2.d.(2)(b) above, the City envisions increases in density and height of new development along this section of the Sunset Strip. Accordingly, the proposed Project would increase the density and height of the development on the Project Site but would be compatible with existing development in the area, including the 9000 Sunset Boulevard Building located one block west of the Project Site, the 10-story London West Hollywood Hotel located one block east of the Project Site, and other

high-rise buildings towards the western end of the Sunset Strip, such as the Sierra Towers (a condominium building that extends 31 stories in height) and four office/commercial buildings that are between 9 and 14 stories in height. In addition, planned uses in the Project area include a six-story hotel project immediately west of the Project Site between Hilldale Avenue and Hammond Street and a mixed-use hotel project up to 13 stories in height currently under construction at the southeastern corner of Doheny Drive and Sunset Boulevard. Therefore, the proposed Project would be consistent with the applicable goals set forth in the General Plan Land Use and Urban Form Element Chapter.

(b) Sunset Specific Plan

As shown in Table IV.G-2 in Section IV.G, Land Use, of this Draft EIR, the proposed Project would be consistent with land use goals and objectives to increase density and height along the Sunset Strip. Although the proposed Project would increase the density and height of the development on the Project Site, it would be compatible with the visual character of the Project area, which includes the 9000 Sunset Boulevard Building located one block west of the Project Site, the 10-story London West Hollywood Hotel located one block east of the Project Site, and other high-rise buildings towards the western end of the Sunset Strip, such as the Sierra Towers (a condominium building that extends 31 stories in height) and four office/commercial buildings that are between 9 and 14 stories in height. In addition, planned uses in the Project area include a six-story hotel project immediately west of the Project Site between Hilldale Avenue and Hammond Street and a mixed-use project with multiple buildings up to 13 stories in height currently under construction at the southeastern corner of Doheny Drive and Sunset Boulevard.

The proposed Project would be designed to be architecturally distinctive in accordance with the objectives of the SSP and would create a unique and memorable structure, which would enhance the visual character and quality of the Project Site in comparison to the existing commercial building. The proposed Project's architectural design would incorporate a building façade that would be comprised of vertical fins that would visually appear to undulate and rotate although fixed in position. This element of the design of the façade is intended to create subtle, wave like impressions. The building's design would also incorporate the vintage art deco styles of historic Hollywood. In addition, the proposed Project has been designed with the top two floors stepping down from Sunset Boulevard and with outdoor terraces incorporated on the middle floors to reduce the perceived bulk and mass of the proposed building. The SSP height and massing envisioned for the proposed Project would be compatible with existing contrasts in scale within the densely developed and eclectic urban environment characterizing the western portion of the SSP. In addition, the proposed Project would be compatible with the variety of restaurants, retail, office, and entertainment businesses in the surrounding area as the proposed Project itself would create additional opportunities for restaurants, retail, creative arts, and creative office space within a pedestrian-oriented setting. Therefore, the

proposed Project would be consistent with the applicable goals and objectives relative to visual character and urban form as set forth in the SSP.

(c) West Hollywood Municipal Code

The WHMC sets forth a number of regulations applicable to the aesthetic and visual character of a new development. Requirements of the WHMC that address aesthetics and visual character include commercial building design standards, architectural treatment, landscaping, lighting, and signage. The proposed Project would comply with the requirements of the WHMC with respect to commercial building façade standards (Section 19.10.060), including façade articulation, upper story design features, and signage; architectural elevations (Section 19.20.030); outdoor lighting (Section 19.20.100), including general standards for outdoor lighting, security lighting, and shielded lighting; landscape plan (Section 19.26.030); and landscape design standards (Section 19.26.050).

More specifically, as described above, the ground level of the proposed building would be limited to pedestrian-oriented uses, which would include the development of an open and inviting building façade at the sidewalk level, featuring a landscaped community plaza, as well as retail space and an art gallery. The proposed building's façades would be articulated with architectural finishes, including vertical fins and decorative panels that reference vintage art deco styles of historic Hollywood. In addition, the proposed Project has been designed with the top two floors stepping down from Sunset Boulevard and with outdoor terraces incorporated on the middle floors to reduce the perceived bulk and mass of the proposed building. With regard to building lighting, proposed Project lighting would incorporate low-level exterior lights adjacent to buildings and along pathways for security and wayfinding purposes. In addition, low-level lighting to accent signage, architectural features, and landscaping elements would be incorporated throughout the Project Site. However, the proposed Project would not include any feature or decorative lighting that highlights the building at the ground level, which would reduce the potential of any impact from light trespass. The proposed lighting scheme would also utilize low glare fixtures at the ground level to provide soft, low level functional lighting at building entrance and ramp area, which would cause minimal light trespass to the surrounding area. With regard to landscaping, the proposed Project would include installation of landscaping on the ground level and on the roof deck. Proposed landscaping would include, but not be limited to, evergreen and bamboo hedges, raised planters, and olive trees.

4. Cumulative Impacts

As described in Section III, Environmental Setting, of this Draft EIR, a total of 191 potential related development projects have been identified in the vicinity of the Project Site for inclusion in the cumulative impact analysis of this EIR. The related projects include

mixed-use, office, residential, commercial, institutional, recreational, museum, and motion picture uses. As shown in Figure III-1 in Section III, Environmental Setting, of this Draft EIR, there are two related projects that are located within 700 feet[3] west of the Project Site on Sunset Boulevard. These proposed developments comprise a variety of uses, including apartments, condominiums, restaurants/bars, hotel, club, and retail uses, as well as multi-use developments incorporating some or all of these elements, consistent with existing uses in the area. While precise building designs are not yet known for much of the related development proposed in the area, based on the nature of such proposals, it is evident that building densities are increasing in West Hollywood and entail general increases in the height, mass, and scale of buildings throughout the area and be consistent with the height and massing of the proposed Project. However, only those projects that would be sufficiently close to influence the visual character of the immediate Project area, that fall within the same viewshed as the proposed Project, or affect the same off-site sensitive uses could pose cumulative effects in conjunction with the proposed Project.

a. Aesthetics/Visual Quality

Cumulative impacts regarding aesthetics may occur if any of the related projects are located in close enough proximity to the Project Site to combine with the proposed Project and result in significant adverse changes in the visual quality and character of the surrounding area. As shown in Figure III-1 in Section III, Environmental Setting, of this Draft EIR, only two of the related projects, Related Project Nos. 43 and 44, are located sufficiently close to the Project Site to enter the same field of view as the proposed Project, particularly when looking down the Sunset Boulevard corridor between San Vicente Boulevard and Doheny Drive. The balance of the related projects would not cause cumulative visual effects as these developments are either not visible from the Project area due to distance and/or existing intervening development, or are located at such a distance so as not to figure prominently within views that include the Project Site.

Related Project No. 43, a hotel project immediately west of the Project Site across Hilldale Avenue, would affect the same field of view as the proposed Project from vantage points to the east, west, and north. Related Project No. 43 would include a 165-room hotel with approximately 30,000 square feet of restaurant uses, as well as ancillary uses to the hotel, within a six-story building. The visual quality and character of Related Project No. 43 would be similar to the proposed Project and generally representative of the existing urban fabric and character in the area. Related Project No. 43 would, in general, reinforce existing and emerging land use patterns (e.g., mid-rise development) in the Project area.

[3] *This represents a distance that is sufficiently close to the Project Site to enter the same field of view as the proposed Project, particularly when looking down the Sunset Boulevard corridor between San Vicente Boulevard and Doheny Drive.*

Related Project No. 44, known as the West Hollywood Edition Hotel and Residences, would be located on the southeastern corner of Sunset Boulevard and Doheny Drive. This related project would involve the development of approximately 190 hotel rooms, 20 condominiums, a restaurant, bar/club, and a spa. The height of the project along Sunset Boulevard would be 13 stories, transitioning to a height on the southern portion of the site of 11 stories, including two levels of above-ground parking. This related project would be consistent with the height and massing of the 9000 Building, which is half a block to the east, and the Doheny West Condominiums, which is a 12-story residential tower to the southwest of the Project Site along Doheny Drive. Therefore, development of these two related projects would be consistent with existing and future development along Sunset Boulevard and would not be anticipated to substantially degrade the existing character or quality of the environment since the Project area is already highly urbanized. In addition, future developments, including the related projects, would be subject to the City's design review processes and discretionary review to ensure consistency with adopted guidelines and standards that address aesthetics (e.g., WHMC height limits and SSP height limits for the Project area, density, setback requirements, and specific design guidelines, etc.). Although the proposed Project would alter the visual character of the Project Site, the Project, along with Related Project Nos. 43 and 44, would not substantially degrade the existing visual character and quality of the Project area or generate substantial long-term contrast with or substantially detract from the visual character of Sunset Boulevard and the western portion of the Sunset Strip. Therefore, implementation of the proposed Project, together with the related projects, would not result in any cumulative impacts related to aesthetics and visual quality.

b. Views

With respect to view obstruction, the related projects are generally located at sufficient distances from the proposed Project so as not to cumulatively impact views in any specific area in the vicinity of the Project Site. In addition, the related projects are primarily urban in-fill developments that would be subject to City review for any proposed heights that differ from standards set forth in the WHMC and SSP (for the Project area). The related project with the greatest potential to cumulatively affect views in conjunction with the proposed Project is Related Project No. 43, which is located immediately to the west of the Project Site across Hilldale Avenue. As shown in Figure IV.A-21 on page IV.A-59, based on the location and height of the proposed building under the proposed Project and of Related Project No. 43, views from areas immediately north of Sunset Boulevard (e.g., View 1 in Figure IV.A-7 on page IV.A-30) of the Los Angeles Basin, Palos Verdes Peninsula, and the Pacific Ocean to the south would be further obscured and replaced with views of the north elevations of both buildings. However, while distant views of these visual resources would be partially blocked, a substantial portion of the view would remain unchanged from other public rights-of-way north of Sunset Boulevard at the base of the Hollywood Hills. In addition, long-range views along east-west roadways, particularly

PROPOSED PROJECT

PROPOSED PROJECT WITH RELATED PROJECT NO. 43

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Figure IV.A-22
Proposed Views – Location 1
With Proposed Project Only and
With Proposed Project Plus Related Project No. 43

Source: Gensler, 2016.

Sunset Boulevard, would continue to be available. Furthermore, as under existing conditions, views of the identified visual resources would remain intermittent throughout the Project area, as many existing buildings already obstruct views of these resources from surrounding vantage points. As such, future development in the Project area would not be expected to cumulatively obstruct public views of any valued visual resources within and in the immediate vicinity of the Project Site, and, therefore, cumulative view impacts from development of the proposed Project and the related projects would be less than significant and would not require mitigation.

c. Light and Glare

Development of the proposed Project, as well as the related projects in the area, would introduce new or expanded sources of artificial light. Consequently, ambient light levels are likely to increase in the Project area. Of the related projects, one related project (Related Project No. 43 located immediately to the west of the Project Site across Hilldale Avenue) is within sufficient proximity to the Project Site to potentially result in cumulative light and glare impacts.

With regard to light, as previously described, the Project Site is located within the highly urbanized portion of West Hollywood, with urban lighting characteristics exhibiting medium to high ambient artificial nighttime light levels. As such, the proposed Project and Related Project No. 43, which would include typical land uses for the Project area, would not significantly alter the existing lighting environment currently experienced in the area. Additionally, cumulative lighting would not be expected to interfere with the performance of off-site activities given the moderate ambient nighttime artificial light levels already present. Furthermore, the proposed Project and all related projects would adhere to applicable City requirements regarding lighting, as discussed above, which would control potential artificial light sources to a sufficient degree such that cumulative artificial light impacts would be less than significant.

Similarly, with regard to glare, the proposed uses for the proposed Project and Related Project No. 43 are consistent and compatible with existing development in the area and common for a high-density urban environment. In addition, it is anticipated that all projects within the City would be subject to discretionary review and applicable WHMC requirements to ensure that significant sources of glare are not introduced. Furthermore, it is anticipated that all projects would include standard design features related to low-level lighting and shielding, as well as use of non-reflective surfaces to minimize the potential for glare. Specific to Related Project No. 43, the exterior portions of the proposed building for this project would utilize various non-reflective materials designed to minimize the

transmission of glare from buildings.[4] Therefore, cumulative glare impacts from development of the proposed Project and Related Project No. 43 would be less than significant and would not require mitigation.

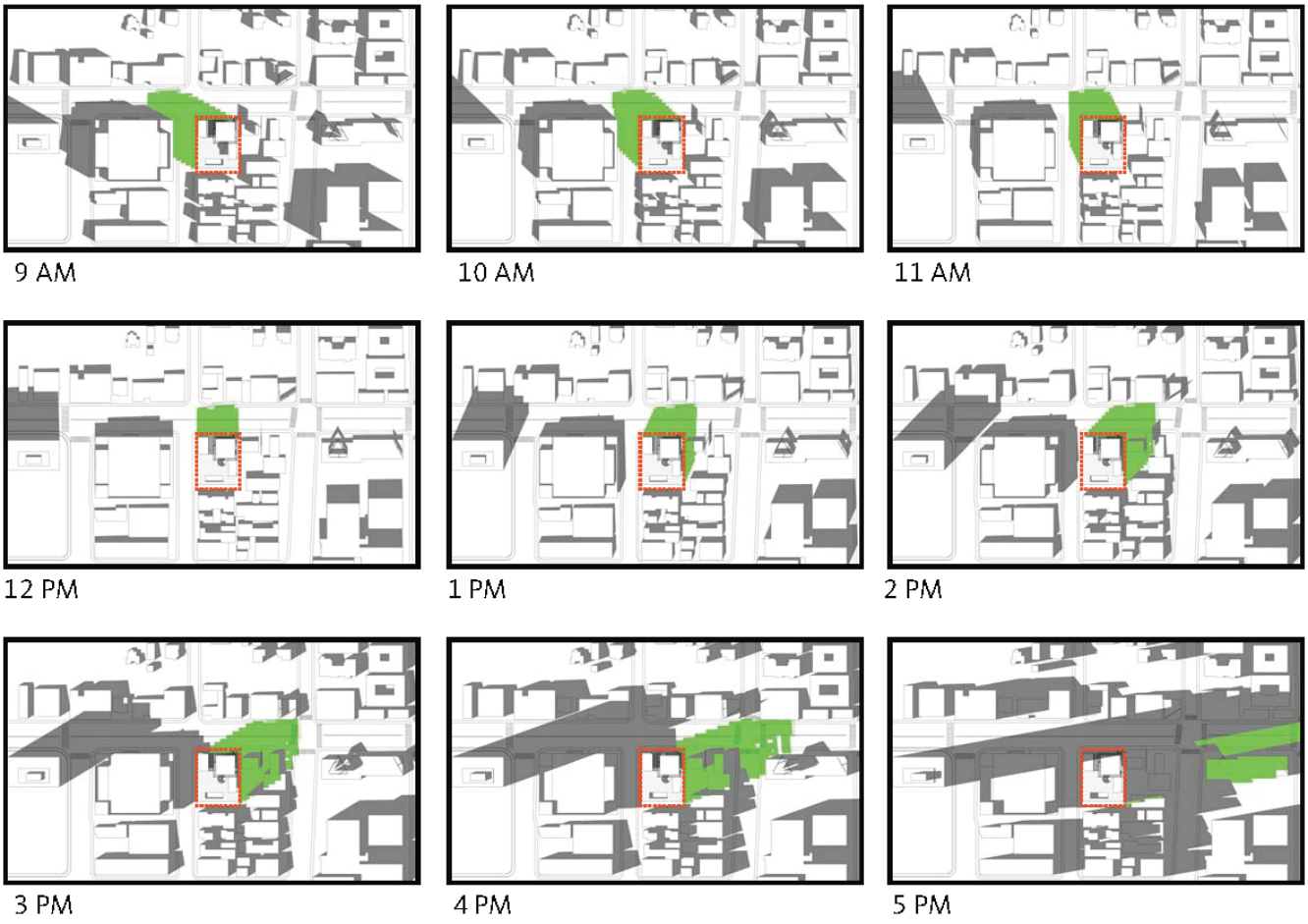
d. Shading

Shadows in the Northern Hemisphere fall to the west, northwest, north, northeast, and east, depending on the season and time of day. The closest related project to the Project Site is Related Project No. 43, which is located immediately west of the Project Site across Hilldale Avenue. Figure IV.A-22 through Figure IV.A-25 on pages IV.A-62 through IV.A-65 depict the maximum potential shadows that would be cast by the proposed building and Related Project No. 43. However, as discussed above and as shown in the figures, there are no shade-sensitive uses or routinely useable outdoor spaces adjacent to the proposed Project that could be potentially impacted by shadows from the proposed Project or Related Project No. 43. Moreover, even if there were shade-sensitive uses that could potentially be impacted, the amount of shading resulting from the proposed Project or Related Project No. 43 would not meet the City's significance threshold for this issue as it would only constitute three hours of shading between the hours of 9:00 A.M. and 5:00 P.M. during the spring and fall equinoxes and the summer solstice (rather than the four hours required to reach the applicable significance threshold level) or no more than three hours of shading between the hours of 9:00 A.M. and 3:00 P.M. during the winter solstice. As such, the shadows cast by the proposed Project and Related Project No. 43 would not impact any shade-sensitive uses, and, therefore, no cumulative shading impacts would occur.

[4] *City of West Hollywood Community Development Department and EcoTierra Consulting, West Hollywood Hotel, 8950 Sunset Boulevard Initial Study Mitigated Negative Declaration, September 2015.*

SPRING EQUINOX
9AM - 5PM

ARTS CLUB SHADOW DEPICTED IN **GREEN**



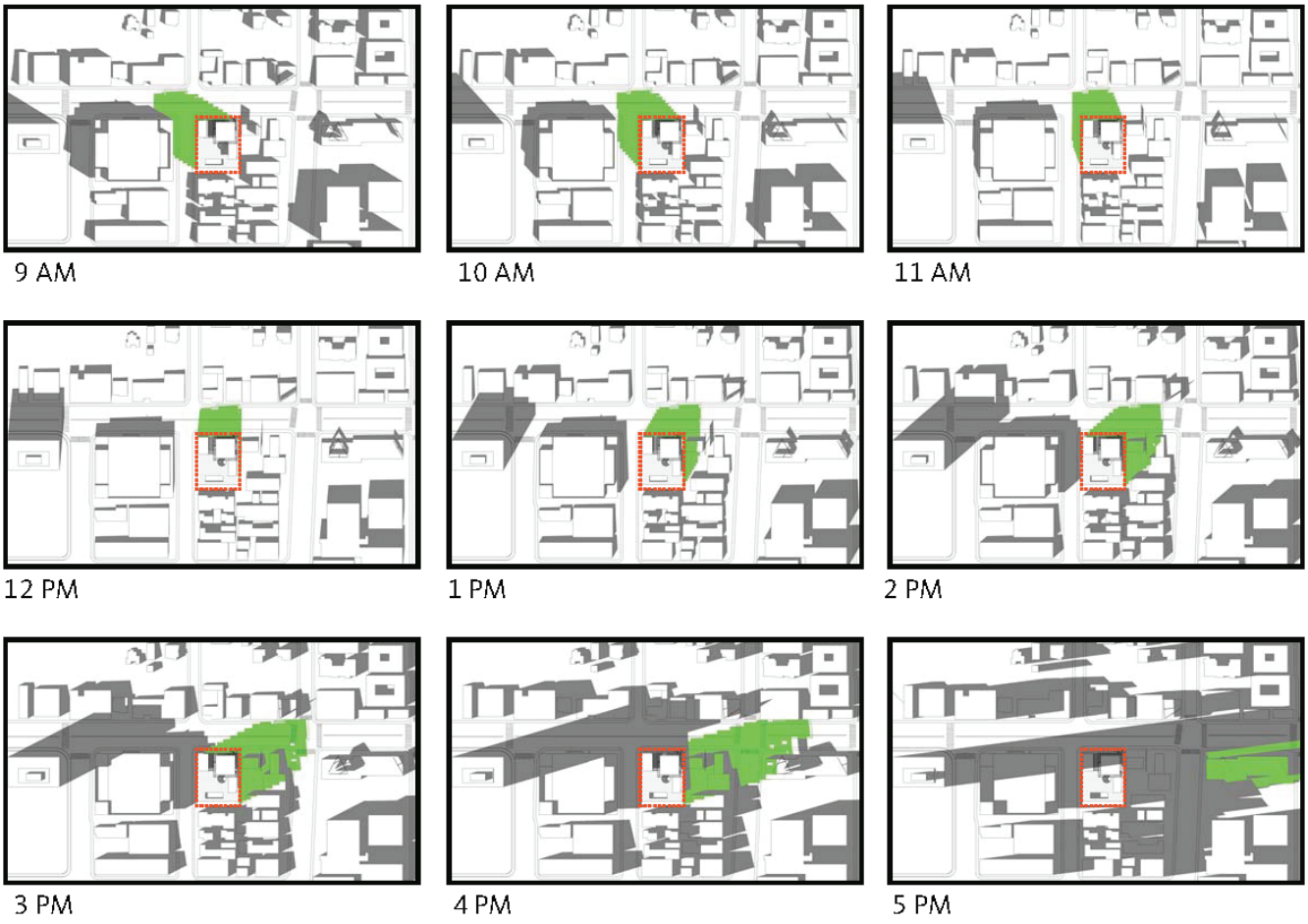
eyestone ENVIRONMENTAL

Figure IV.A-22
Spring Equinox Shadows of Proposed Project Plus Related Project No. 43

Source: Gensler, 2017.

FALL EQUINOX
9AM - 5PM

ARTS CLUB SHADOW DEPICTED IN **GREEN**



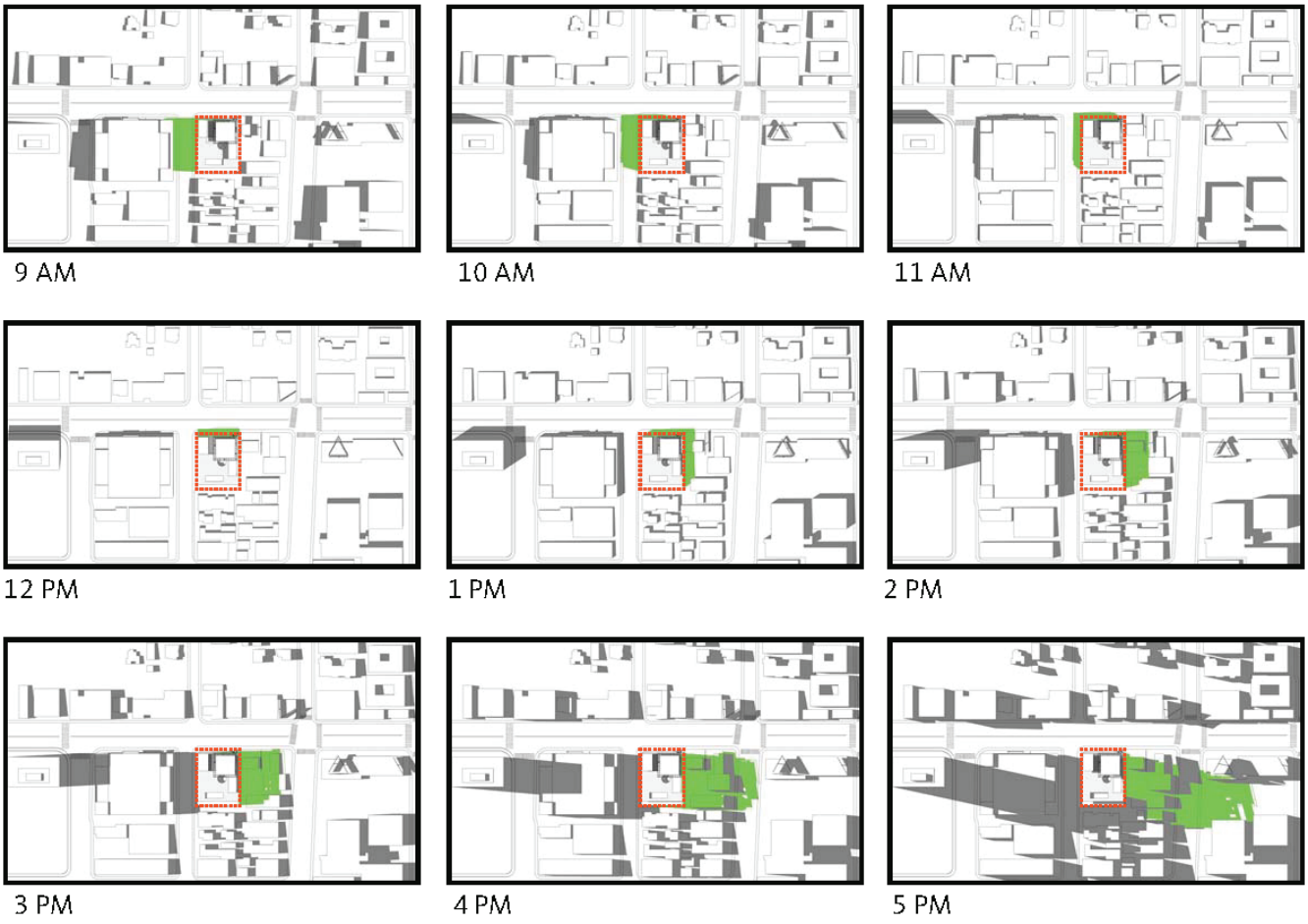
eyestone ENVIRONMENTAL

Figure IV.A-23
Fall Equinox Shadows of Proposed Project
Plus Related Project No. 43

Source: Gensler, 2017.

SUMMER SOLSTICE
9AM - 5PM

ARTS CLUB SHADOW DEPICTED IN **GREEN**



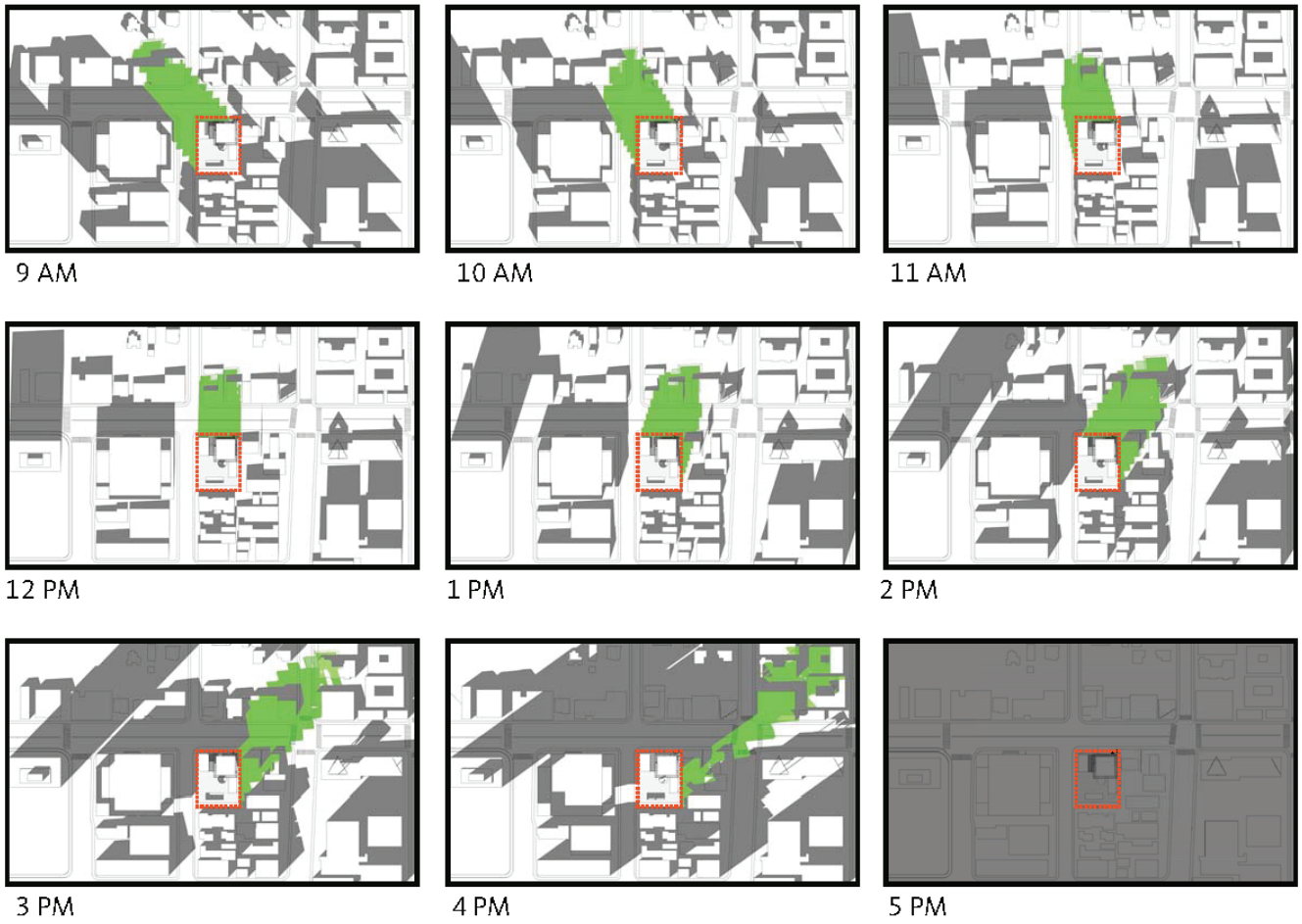
eyestone ENVIRONMENTAL

Figure IV.A-24
Summer Solstice Shadows of Proposed Project Plus Related Project No. 43

Source: Gensler, 2017.

WINTER SOLSTICE
9AM - 5PM

ARTS CLUB SHADOW DEPICTED IN **GREEN**



eyestone ENVIRONMENTAL

Figure IV.A-25
Winter Solstice Shadows of Proposed Project Plus Related Project No. 43

Source: Gensler, 2017.

5. Mitigation Measures

Because the proposed Project is an employment center project located on a project site that is an infill site within a transit priority area as defined by CEQA, the proposed Project's aesthetic impacts are not considered significant impacts on the environment. Nevertheless, as analyzed above, with implementation of the project design features detailed above and adherence to and implementation of the WHMC requirements for lighting, Project-level and cumulative impacts with regard to aesthetics, views, light and glare, and shading would be less than significant. No mitigation measures are required.

6. Level of Significance After Mitigation

With implementation of the project design features, Project-level and cumulative impacts with regard to aesthetics/visual quality, views, light and glare, and shading would be less than significant without mitigation.