

## 3.1 AESTHETICS

This section describes the existing visual setting of the project site and vicinity, identifies associated regulatory requirements, evaluates potential impacts, and identifies mitigation measures related to implementation of the proposed project.

### 3.1.1 Environmental Setting

The project site is situated within the densely developed urban environment of the Santa Monica Boulevard corridor through West Hollywood. The visual character of urban environments can be defined as the overall physical image displayed by the various elements and features in the environment. Several factors such as the mass, scale, and architectural design of buildings, unity of the area's collective architecture, compatibility between uses and activities with the built environment, quality and cohesion of streetscape elements and features including roadways, sidewalks, plazas, parks, and street furniture, and compatibility of landscape themes contribute to the visual character of urban environments.

#### Project Site

Located approximately 200 feet south of the southwestern corner of the Santa Monica Boulevard/Robertson Boulevard intersection in West Hollywood, the project site is densely developed. In addition to three commercial buildings ranging from one to two stories in height and displaying unique exterior ornamentation, three asphalt surface parking lots and several concrete and minimally landscaped courtyards and patios are located on site. The parking lots are relatively small in terms of surface parking capacity and are tightly packed between the onsite buildings and buildings located to the north. Design and retail businesses at the southeast corner of the project site (including Christian Louboutin, Phyllis Morris, and Phillip Lim) are housed in modern rectangular, single-story concrete with stucco-clad exterior buildings (see Figure 3.1-1, Photo 1). The building features glass retail storefronts, ornamental rectangular or columnar pillars, thick concrete box block projections surrounding the east elevation, and flat roofs. The east elevation exterior of the Christian Louboutin and Phyllis Morris building is clad in textured tiles. Minimal landscaping is present and consists of tall Italian Cypress trees or short and boxy hedges that frame the store fronts and building entrances.

A long and rectangular, industrial steel truss building that currently houses a nightclub, gym, and a restaurant is located in the central portion of the project site (see Figure 3.1-1, Photo 2). The main section of the building (known as The Factory) runs east-west and the exterior walls are clad in sheet metal sidewall panels. The two-story industrial building features a false third-story (a "lantern") that runs the length of the building. The east elevation of The Factory is painted with a dark exterior color and a row of aluminum-framed square windows has been installed at the second floor level. The east elevation also features a landscaped courtyard surrounded by a

low, concrete block and metal staircase that provides access between building levels. The north and south elevations of the building are painted in a light yellow cream color. A boxy, two-story building is located immediately to the north of The Factory's east elevation. The east elevation exterior of this building is clad in iridescent tiles, and an open, outdoor patio with seating areas and planter boxes is bordered by a low wall that runs parallel with Robertson Boulevard (see Figure 3.1-2, Photo 3). The exterior tiles are partially obscured by the spreading branches of a tall ficus tree installed along the sidewalk. A corrugated metal roof has been installed along the north elevation of the building and creates a covered patio. Access to the building is available via a rectangular surface parking lot located immediately to the north (see Figure 3.1-2, Photo 4). With the exception of mature ficus trees installed along the northeastern project boundary and ornamental cypress and hedges framing retail businesses, the site is dominated by impervious surfaces and elements of the built environment.

The project site is located within a densely developed urban environment that supports a vibrant nighttime scene. As such, the project site experiences and is regularly exposed to artificial lighting during evening and night hours. Regular sources of evening and nighttime illumination include: interior and exterior lighting from on-site and surrounding buildings (in particular along the Santa Monica Boulevard commercial corridor), parking lot lighting, illuminated business signage, vehicle headlights, and on-street lighting. The level of lighting emanating from and projecting onto the site is fairly typical of densely developed urban environments. Glass storefronts and the surface of automobiles in surface parking lots are the primary sources of potential glare on the project site.

Existing buildings on the project site are either one- or two-stories in height and therefore, the shade and shadow created by existing structures and cast onto the surrounding area is relatively low. The project site is surrounded by structures to the east, south, and west that are of similar scale to the existing on-site two-story Factory building and one-story commercial retail buildings.

### **Park Site**

The project footprint would extend under a portion of West Hollywood Park, which is located immediately east of the project site, across Robertson Boulevard. This City-owned public park occupies 5.3 acres and includes an auditorium, outdoor sports facilities, a swimming pool, a tiny-tot facility, playground areas, picnic areas, and the West Hollywood Library. Approximately 1.2 acres of the park would be impacted during project construction (this area is referred to as the "park site" in this document). The park site currently contains a lawn, several trees, an exercise area, and a restroom. A structure called the "tiny tot building" is adjacent to the park site. Construction of the Phase II Park Master Plan designs are scheduled to begin in early 2017 (see Chapter 2 for details regarding the Phase II Park Master Plan designs for the park site).

## Surrounding Setting

Four single-story structures occupied by several retail stores and restaurants fronting Santa Monica Boulevard are located immediately north of the project site boundary. From west to east, these businesses currently include Heritage Classics Motorcar Company, Trust Hair Salon, Cigar Emporium, Bossa Nova Brazilian Restaurant, and Hamburger Haven (see Figure 3.1-3, Photo 5). The structures display a generally rectangular form and simple flat roofs; however, the structure housing the Heritage Classics Motorcar Company supports a red-tiled roof with a central, low angle projection. The structures also generally feature narrow awnings and lightly colored stucco exteriors; however, the exterior of the Hamburger Haven structures is painted in a red and yellow motif and some exposed brick is visible on the Heritage Classics Motorcar Company structure façade. The sidewalk along Santa Monica Boulevard adjacent to these structures is approximately 25 feet wide and includes a single row of Chinese elm trees, parking meters, orb-like street lights supported by light-blue pedestals and poles and taller, cobra-headed streetlights. On-street parking is permitted along Santa Monica Boulevard and contributes to the dense urban character and level of activity of the neighborhood (see Figure 3.1-3, Photo 6).

The Pavilions Marketplace is located north of Santa Monica Boulevard and the large Pavilions grocery store, surface parking lot, and associated angular row of commercial development including shops, restaurants and Chase Bank occupies the area between Ramage Street to the west and Robertson Boulevard to the east (see Figure 3.1-4, Photo 7).

Northeast of the project site, across Robertson Boulevard, are three nightclub and restaurant establishments including the Abbey, the former Here Lounge, and PUMP. While the Abbey is housed in a Tuscan villa-style structure painted with a warm yellow exterior color and topped by a red-tiled and at times angular roof, the Here Lounge and PUMP buildings are characterized by a flat rectangular form covered with comparatively drab light grey exterior colors. East of the project site, across Robertson Boulevard, are several one- to two-story commercial buildings and West Hollywood Park. The businesses occupying the commercial structures include Christian Louboutin, Kinara, Ariana Rugs, the Hollywood Foreign Press Association, and Lily Lodge. These structures feature unique, relatively eclectic designs and exteriors and lack a consistent theme. Additional commercial retail buildings including restaurants and a custom furniture shop are located further to the south. Directly south of and adjacent to the project site are two white and green single-story buildings occupied by Anawalt Lumber Company (see Figure 3.1-4, Photo 8). A narrow paved alleyway separates the two structures and a small outdoor space adjacent to the southerly building functions as the company's garden center. The eastern and western project boundaries front along Robertson Boulevard and La Peer Drive, respectively.

South of the Anawalt Lumber Company buildings along the site's southern boundary are commercial businesses including a tanning salon and an animal hospital. Melrose Avenue is

located approximately 430 feet to the south of the project site's southern boundary. West of the project site, across La Peer Drive, are several one- to two-story commercial buildings and an associated surface parking lot. The businesses occupying these buildings currently include the blue exterior West Hollywood Animal Hospital and a largely glass exterior office building (see Figure 3.1-5, Photo 9). A 105-room hotel with restaurant and retail spaces is currently under construction at 623 La Peer Drive, southwest of the project site. Informal plantings of flax and small trees line the northern boundary of the hospital's surface parking lot. In addition to commercial uses surrounding the project site, the West Hollywood West and Tri-West residential neighborhoods (as well as the residential neighborhood north of the Pavilions Marketplace) are located in the general project area (see Figure 3.1-5, Photo 10).

West Hollywood Park is located east of the site, adjacent to the West Hollywood Public Library, a one-story brick community center, and a six-story parking structure with rooftop tennis courts. West Hollywood Park features several grass lawns, covered seating areas, basketball courts, and a lap swimming pool.

East of these uses and east of North San Vicente Boulevard is the Pacific Design Center, a campus of design-oriented retail, commercial, office, and showroom-related uses (see Figure 3.1-6).

The otherwise flat topography of the project area rises to the north and the Hollywood Hills comprise the hilly, elevated terrain located to the north and northeast of the project site. Intermittent views of the Hollywood Hills can be observed by motorists and pedestrians from the north-south corridors that are formed by Robertson Boulevard and La Peer Drive, located to the east and west of the project site, respectively. While views to the Hollywood Hills are available from the parking lot located in the northeastern corner of the project site, the presence of existing on-site structures and trees installed within the Robertson Boulevard parkway partially obscure these topographical features. The specific location of the observer within the parking lot and his/her proximity to existing buildings and trees ultimately determines the availability and clarity of views to the Hollywood Hills.

### **3.1.2 Relevant Plan, Policies, and Ordinances**

#### **SB-743**

On September 27, 2013, California Governor Jerry Brown signed Senate Bill (SB) 743 into law, which creates a process to change the way that transportation impacts are analyzed under CEQA. SB 743 requires that the Governor's Office of Planning and Research (OPR) amend the CEQA Guidelines to provide a new approach for evaluating transportation impacts. SB 743 also eliminates the need to evaluate aesthetic impacts of a project in some circumstances. As stated in Public Resources Code (PRC) 21099(d)(1), a project's aesthetic impacts will no longer be considered

significant impacts on the environment if the project is a residential, mixed-use residential, or employment center project and is located on an infill site within a transit priority area.

As defined in PRC Section 21099(a)(1), the proposed project is considered an “employment center project.” This is because it is located on a site zoned for commercial use, it would be developed at a density exceeding 0.75 FAR, and it lies within an area that the City recognizes to be a transit priority area. A transit priority area is defined in PRC 21099 to be the area within one half mile of a Major Transit Stop which is defined as the intersection of two or more bus routes with a frequency of service interval of less than 15 minutes during the morning and evening peak commute times (PRC Section 21064.3). The project is approximately 1,000 feet from the intersection of Santa Monica Boulevard and San Vicente Boulevard, where the Metropolitan Transportation Authority Bus Lines 704 and 705 intersect. Both lines have a frequency of service interval of less than 15 minutes during peak commuting periods from 7:00 a.m. to 9:00 a.m. and from 5:00 p.m. to 7:00 p.m. Additionally, the project is located at an “infill site” as defined in PRC Section 21099(a)(4) because the project is located within an urban area that has been previously developed.

As such, pursuant to PRC Section 21099(d)(1), the proposed project is one of several types of projects whose aesthetic impacts shall not be considered significant impacts on the environment. Nevertheless, for informational purposes, this EIR includes an analysis of the project’s aesthetic impacts based on the aesthetics thresholds in Appendix G of the CEQA Guidelines. As demonstrated in Section 3.1.5 below, the aesthetic impacts of the proposed project were determined to be less than significant.

### **City of West Hollywood General Plan**

The Land Use and Urban Form element of the General Plan 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. According to the Land Use and Urban Form element, West Hollywood is physically a “corridor city” defined by its major east-west corridors of Santa Monica Boulevard and Sunset Boulevard, around which lie a rich variety of residential and commercial neighborhoods containing a mix of building types, architectural styles, land uses, and public spaces (City of West Hollywood 2011). Land uses within West Hollywood neighborhoods include residential housing, parks and streets, a small amount of light industrial activity, and commercial activity including restaurants, retail stores, offices, hotels, services, and entertainment. Within the Land Use and Urban Form element, the City’s commercial areas are divided into five sub-areas. The proposed project site is located within the Design District which is composed of segments of Melrose Avenue, Robertson Boulevard and Beverly Boulevard and generally surrounds the Pacific Design Center. According to the Land Use and Urban Form element, “the district is characterized by the contrasts between the small, closely-packed scale of the commercial buildings and streetscape along Melrose and Robertson and the monumental scale of the Pacific Design Center and nearby Beverly Center and

Cedars-Sinai Hospital” (City of West Hollywood 2011). The northern boundary of the proposed project site abuts the Santa Monica Boulevard West District which is characterized by the urban and walkable Santa Monica Boulevard corridor that features a large concentration of LGBT-oriented businesses including a variety of restaurants, retail, and entertainment businesses.

In addition to buildings and architecture, public spaces such as streets, streetscapes, parks, and plazas contribute to the City’s urban character. The Land Use and Urban Form element states that the great majority of West Hollywood’s public space is in the form of streets and sidewalks and in commercial areas, “most streets have interesting retail frontages along sidewalks with amenities such as benches, landscaping, and street trees” (City of West Hollywood 2011).

The following policies of the Land Use and Urban Form element concern the land use pattern, new development, and the urban form of West Hollywood and therefore, are applicable to the proposed project:

- **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-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-4.4:** 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:
  - a. Minimizing vehicle intrusions across the sidewalk.
  - b. Locating the majority of a building’s frontages in close proximity to the sidewalk edge.
  - c. Requiring that the first level of the building occupy a majority of the lot’s frontage, with exceptions for vehicle access.
  - d. Allowing for the development of outdoor plazas and dining areas.
  - e. 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.

- f. Requiring that ground floor uses be primarily pedestrian-oriented.
- g. Discouraging new surface parking lots.
- **LU-11.3:** Maintain the small-scale, pedestrian oriented character of Melrose Avenue and Robertson Boulevard with well-designed buildings that reflect the arts and design focus of the area.

### **West Hollywood Design District Streetscape Master Plan**

The West Hollywood Design District Streetscape Master Plan (Streetscape Master Plan) area consists of the public right-of-way on the following streets within the City: Melrose Avenue, Robertson Boulevard, Beverly Boulevard, and Almont Drive and La Peer Drive between Melrose Avenue and Santa Monica Boulevard. This area, now known as the West Hollywood Design District (Design District), is referred to as the Melrose/Beverly District in the General Plan and was formerly known as the Avenues District (City of West Hollywood 2014a).

The Streetscape Master Plan was adopted by the City Council in the summer of 2013. The overall goal of the Streetscape Master Plan is to strengthen the economic vitality of the Design District by improving the pedestrian environment, adding bicycle infrastructure, public gathering spaces, and landscaping, while improving the overall aesthetics and utility of the streets. The Streetscape Master Plan includes design features to improve traffic safety while encouraging walking and cycling throughout the district.

According to the Streetscape Master Plan, contrast in the scale of buildings is currently evident in the Design District and is highlighted by “anchors” and streets. The Pacific Design Center, West Hollywood Library, Cedars Sinai Medical Center, and the Beverly Center are neighborhood anchors that display greater mass and scale when compared to the pedestrian-scale and village-like atmosphere of the remainder of the Design District, and shops on Robertson Boulevard are decidedly smaller in scale than those on Melrose Avenue (City of West Hollywood 2014a).

During plan adoption, City Council requested that the design of public gathering spaces within the Design District be further developed. Developing designs for the following elements became Phase 2 of the Streetscape Master Plan process:

- Public Gathering Spaces (northeast corner of Beverly Boulevard and Robertson Boulevard; southeast corner of Melrose Avenue and Norwich)
- Flexible Festival Street (Robertson Boulevard)
- Pedestrian Paseos (north of Melrose Avenue, between Almont Drive and Robertson Boulevard)

Identified improvements to Robertson Boulevard include the addition of sharrow markings, removal of parking on the west side of the roadway (north of Melrose Avenue) to accommodate 15-footwide sidewalks, the addition of new street lights and new street trees in tree wells, and new sidewalk paving (City of West Hollywood 2014a).

### **West Hollywood Park Master Plan 2004**

The West Hollywood Park Master Plan (Park Master Plan) outlines a staged, conceptual plan for improvements to West Hollywood Park and some of the City facilities within and around the park. The Park Master Plan documents the physical existing conditions of the park and sets forth a preferred plan for park improvements, including a road map for execution of the plan over time (City of West Hollywood 2004a). The Park Master Plan included two design and implementation phases. The Phase I Park Master Plan Implementation Project has been implemented and included a new three-story library, rooftop tennis courts, a promenade, and basketball courts. The Phase II Park Master Plan Implementation Project would significantly complete the remaining elements of the Master Plan. Construction is scheduled to begin in early 2017. Phase II includes creation of park open space, development of a new aquatic facility, development of a new recreation and community center, a new children’s playground and tot lot, park improvements, and demolition of the existing auditorium, swimming pool, tiny tot building, and restroom building. The park site evaluated in this EIR is generally analogous to the “Robertson Gardens” area identified in the Phase II plans. Phase II plans for this area include the following elements: pedestrian pathways, a public art installment, trees, and groundcover.

### **City of West Hollywood Lighting Standards**

Section 19.20.100, Outdoor Lighting, of the West Hollywood Municipal Code establishes general standards for outdoor lighting to “prevent glare, light trespass, and sky glow as much as possible (City of West Hollywood Municipal Code Section 19.20.100). Per the municipal code, “permanently installed lighting shall not blink, flash, or be of unusually high intensity or brightness” (Section 19.20.100(A)). Furthermore, exterior lighting shall:

- Be architecturally integrated with the character of the structures;
- Be directed away from adjacent properties and public rights-of-way;
- Be energy-efficient and shielded so that all glare is confined within the boundaries of the site;
- Use timers, where acceptable, to turn outdoor lights off during hours when they are not needed;
- Be appropriate in height, intensity, and scale to the uses they are serving; and
- Use no more intensity than absolutely necessary (Section 19.20.100(A)).



In addition, Section 19.20.100 requires security lighting to be provided at all structure entrances and exits (except for single-family dwellings and duplexes), and also requires lighting sources to be shielded to direct rays onto the subject parcel only.

### **3.1.3 Thresholds of Significance**

As part of the Initial Study (see Appendix B), it was determined that the proposed project would not have a substantial adverse effect on scenic vistas (i.e., Threshold A) and would not substantially damage scenic resources including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway (i.e., Threshold B). Accordingly, these issues and thresholds are not further analyzed in the EIR.

The following thresholds of significance are based on Appendix G of the CEQA Guidelines. Based on these thresholds, implementation of the proposed project would have a significant adverse impact related to aesthetics if it would:

- c. Substantially degrade the existing visual character or quality of the site and its surroundings
- d. Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area

### **3.1.4 Methodology**

Due to the location of the site and the scale of the proposed hotel and commercial uses, several viewer groups would be afforded views of the proposed project. Viewer groups currently afforded views to the project site include employees and patrons of businesses along Santa Monica Boulevard, Robertson Boulevard, La Peer Drive, and other commercial corridors in the area, and pedestrians and motorists passing the project site. Due to the presence of intervening development and landscaping, local residents in the West Hollywood West and Tri-West neighborhoods and neighborhoods located north of Santa Monica Boulevard are unable to view the project site but would be afforded partially screened views of the proposed project. Viewer sensitivity varies depending on viewer type, the duration of view/visual experience, the location of the viewer and angle of orientation at the time the view is experienced, the presence of intervening development or landscaping, and the number of viewers in the viewer group. A description of each viewer is provided below.

- Employees and patrons of businesses lining Santa Monica Boulevard, Robertson Boulevard, La Peer Drive, and other commercial corridors in the area are afforded temporary views of the project site and would be afforded temporary views of the proposed project. These viewers are considered to have low to moderate sensitivity to changes in the visual environment as they would continue to work or shop at businesses

despite the aesthetics of the surrounding urban environment. In addition, employees and patrons of local businesses have less vested interest in the visual character of the neighborhood when compared to viewers afforded long-term views.

- Motorists and pedestrians pass the project site as they travel through the area along Santa Monica Boulevard, Robertson Boulevard, and La Peer Drive. Due to the fleeting and temporary nature of available views as they pass the project site, motorists and pedestrians are generally considered to have low sensitivity to changes in the visual environment. The presence of a traffic signal at the intersection of Santa Monica Boulevard and Robertson Boulevard may slightly prolong the duration of available views to the project site afforded to passing motorists and pedestrians; however, views would generally remain fleeting.
- Due to the presence of existing urban development and landscaping (i.e., mature street trees) lining commercial corridors, residents located south and east of the site in the West Hollywood West and Tri-West neighborhoods and those located in the dense residential neighborhoods situated north of Santa Monica Boulevard are not currently afforded views to the project site. However, residents with unobstructed lines of sight to the air space that the upper floors of the proposed hotel would occupy would be presented with partially obstructed views of the development after construction of the proposed project is complete. While partially obstructed views would be available to residents (orientation and the presence of intervening features would ultimately determine the availability of views), no residential uses are located immediately adjacent to the project site, views would be relatively distant, and views would include surrounding elements of the urban environment. Therefore, the sensitivity of residential users is considered low to moderate.

Several visual simulations were prepared from key viewing locations in the project area to support the visual character and quality impact analysis. Visual simulations depict the approximate mass, scale, and architecture of proposed structures within the context of the existing visual setting. Lighting, landscaping, and other components proposed by the project are also included in the visual simulations.

In addition to proposed lighting fixtures and lamps, the operational characteristics of project lighting (i.e., hours of operation) were reviewed and analyzed within the context of existing nighttime lighting sources and, in general, the nighttime environment/scene in the project area. Building materials were reviewed to determine the potential for the proposed hotel and commercial uses to create noticeable glare in the project area during operations.

A shadow analysis was conducted to determine the potential for the proposed hotel to create shade/shadow that would be projected to surrounding buildings and areas. A series of digital building models of the proposed hotel were created and used the specified building mass and scale to depict resulting shade/shadow conditions during the fall and spring equinoxes and summer and winter solstices.

### 3.1.5 Impact Analysis

*Threshold C: Would the project substantially degrade the existing visual character or quality of the site and its surroundings?*

#### Construction

Construction of the proposed project would involve removal of two of the four existing on-site buildings, the three existing surface parking lots, and the amenities and landscaping located within the park site. The existing retail buildings in the southeastern corner of the project site would not be demolished. The Factory building would be partially retained and a portion of the building would be relocated within the project site. Site preparation would involve grading of the project site and park site and excavation of the subterranean parking garage in preparation for building construction. Building construction is anticipated to involve up to 200 construction workers and is expected to include a variety of equipment including but not limited to forklifts, tractors, loaders, backhoes, welders, aerial lifts, and skid steer loaders.

Existing views of the project site and of West Hollywood Park would be altered during the construction phase. Two of the existing buildings and their corresponding mass, scale, and unique architectural design elements would be demolished. The Factory building would be disassembled and a portion of the building relocated within the project site. Such changes in the existing buildings on the site would alter the visual character of the project site. The site would temporarily lack verticality and mass and proposed excavation activities would create a wide and relatively deep cut into the ground surface that would contrast with the otherwise flat terrain of the surrounding area. The removal of existing structures from the site would be apparent to passing motorists, pedestrians, employees, and patrons of nearby businesses along Santa Monica Boulevard, Robertson Boulevard, and La Peer Drive. Excavation and grading activities would, however, be partially masked from view of receptors in the surrounding area by the installation and maintenance of screening fencing around the construction area. Portions of heavy construction vehicles such as cranes, excavators, and backhoe loaders would remain visible above perimeter screening fencing and select vehicles would occasionally utilize surface streets in the surrounding area. These elements would temporarily inhabit the urban landscape during the construction phase. Excavation of the subterranean garage would also entail the removal of 29 existing mature trees from within the project site and park site, including several of the street trees along Robertson Boulevard (see Appendix B for details regarding proposed tree removals). The removal of the dense canopy and round, spreading form provided by existing ficus trees along the west side of Robertson Boulevard would be noticeable and would contribute to the temporarily bare and transitioning visual character of the project site. The project site and the surrounding area would also experience a temporary influx of activity in the form of delivery trucks, construction workers, and construction vehicles.

The visual effects of construction activities would be temporarily experienced by receptors in the surrounding area. While the installation of perimeter screening fencing and the anticipated influx of delivery trucks, construction workers and construction vehicles would create temporary visual distractions, these elements would not be permanent fixtures in the landscape. Furthermore, during the construction period, the project site and park site would appear similar to other transitioning construction sites in urban West Hollywood. The removal and partial relocation of the Factory building and its corresponding mass, scale, and unique architectural design elements would alter the existing visual landscape; however, the mass, scale, and unique architectural design of the proposed project would soon characterize the project site and contribute to an evolving urban fabric. Further, the proposed project would relocate on site and adaptively reuse a portion of the Factory building; as such, the design and overall appearance of the project would in part retain the original mass, scale, and unique architectural design elements of the existing Factory building. In addition and as discussed in greater detail below, the City of West Hollywood is marked by development and building of varying mass, scale, and architectural design character including buildings in the project area displaying similar characteristics as the proposed project. Given the short term nature of construction activities and the existing character of the urban environment, construction of the proposed project would have a **less than significant** impact on existing visual character or quality.

### **Operations**

The project site is located the densely developed, eclectic urban environment of West Hollywood. Existing development on the site includes two one-story concrete shell and glass storefront contemporary commercial buildings, the long, two-story, industrial Factory building, three asphalt surface parking lots and several minimally landscaped concrete courtyards. As proposed, the project would entail construction of a multi-use hotel designed in a contemporary architectural style and a pedestrian paseo (“Robertson Lane”) providing mid-block street level access through the site to La Peer Drive and Robertson Boulevard. The building would consist of nine aboveground levels used for the hotel and a variety of retail businesses and restaurants at the street level to support a pedestrian-oriented environment. All street level retail uses would front Robertson Lane or Robertson Boulevard. Uses along the Robertson Lane frontage would include hotel restaurant space, café, the hotel lobby, hotel retail stores, cafés, and public restaurant space. Street level uses fronting Robertson Boulevard would include public retail uses, wholesale design showroom space, café space, public restaurant space, and public outdoor dining areas associated with café and restaurant spaces. The building design would also incorporate stepbacks, architectural design features, and articulations so that the highest portions of the structure are set back from Robertson Boulevard. In addition to railing and decorative grilles, façade articulation including recessed entries, display windows, offset surfaces, differentiated wall surfaces, offset planes, and varied materials would provide visual detail and create interest for pedestrians along Robertson

Boulevard. The relocation and rehabilitation of a portion of the Factory building on site would also add visual interest. New building materials would generally include engineered lumber, stainless steel, exposed concrete, teak wood, marble tile, channel and dichroic glass, and decorative aluminum window mullions. The contemporary architectural style and pedestrian orientation of street level spaces of the proposed project, combined with the incorporation of a portion of the Factory building into the project design, would be consistent with the existing mix of architectural styles and pedestrian oriented focus of development in the project vicinity.

As proposed, the project includes approximately 10,000 square feet of landscaping that would be installed at the street level and on Levels 4 and 9 of the multi-use hotel building. At the street level, trees, shrubs, and groundcover would be installed within the public right-of-way along Robertson Lane, Robertson Boulevard, and La Peer Drive, and near and at entrances to the hotel building and to the pedestrian paseo (Robertson Lane). The landscaping design would incorporate approximately 21 trees, 11 of which would be located at the ground level and 10 of which would be located on Levels 4 and 9. Planters and green walls would be installed along the pedestrian paseo to provide filtering mechanisms for runoff water from the roofs. Landscaping on Levels 4 and 9 of the hotel building would consist of themed gardens and terraces, and these areas would be accessible to hotel guests and their visitors.

The proposed multi-use hotel building would vary from 3 to 9 stories in height across the site and would attain a maximum height of approximately 114 feet as measured from Robertson Boulevard. (With rooftop accessories, the structure would be up to 125 feet in height as measured from Robertson Boulevard.) The project site is currently located within the CN2 (Commercial, Neighborhood 2) and CC2 (Commercial, Community 2) zoning districts. The CN2 zone identifies areas appropriate for low-intensity commercial land uses and permits a maximum allowable height of 2 stories (25 feet) and the CC2 zone permits a maximum allowable height of 4 stories (45 feet). As the proposed maximum height of the multi-use hotel buildings exceeds that allowed by the underlying zones, a Zone Text Amendment is required and the adoption of the Robertson Lane Specific Plan is proposed. Adoption of the Specific Plan would allow for the development of hotel uses on the site and for a building of the proposed heights to be developed at the site. The Specific Plan would apply only to the project site. Although the existing commercial buildings and the Factory building range in height from one to two stories, the Specific Plan height and massing envisioned for the proposed project would be compatible with existing contrasts in scale within the densely developed and eclectic urban environment of the Design District. In addition, the proposed project would be compatible with the variety of restaurants, retail, and entertainment businesses within the Santa Monica Boulevard West urban district as the project itself would create additional opportunities for restaurants, retail, and entertainment businesses within a pedestrian-oriented setting. Furthermore, larger-scale buildings including the London West Hollywood hotel (10 stories), the Sunset Marquis hotel (14 stories), the Pacific Design Center (12 to 15 stories), and

the Cedars Sinai Medical Center/Beverly Center are intermixed among lower-scale single- and multi-family residential neighborhoods, and the resulting contrasts in scale and massing contribute to the existing visual character of West Hollywood.

To illustrate the change in existing views that would result from implementation of the proposed project, four vantage points were selected as representative public view locations in the surrounding area where views to the project site are available. Photographs capturing existing conditions as viewed from these locations were taken in the field by Dudek in February 2015, and with these photographs, four visual simulations were prepared. Visual simulations show the potential changes to existing views as a result of project implementation and compares these views to existing conditions. The four view locations are shown in Figure 3.1-7. Existing conditions photographs along with the visual simulations with post-project conditions are shown on Figures 3.1-8 through 3.1-11. Existing conditions and changes to views are described by view location below.

**View 1: Looking Southwest along Santa Monica Boulevard towards the project site.** Figure 3.1-8 depicts the existing visual conditions and the proposed project as viewed from the northeast corner of the intersection of Santa Monica Boulevard and Robertson Boulevard. View orientation is to the south-southwest across travel lanes and towards Robertson Boulevard and Hamburger Haven. View 1 location is located approximately 285 feet northeast of the project site. As shown on Figure 3.1-8, the view afforded to motorists, pedestrians, and patrons and employees of retail businesses lining Santa Monica Boulevard is dominated by the wide, asphalt lanes of Santa Monica Boulevard, movement associated with east and westbound traffic, single-story commercial structures adorned with varied signage and housing retail businesses, and the relatively tall, spreading form of landscape trees. Traffic signals and wooden electrical line support poles add tall and narrow forms to the scene and the horizontal line created by the roofline of the Factory building is just visible beyond Hamburger Haven.

As shown in Figure 3.1-8, the proposed multi-use hotel building would be visually prominent from View 1. Both the height and mass of the nine-story hotel structures and the four-story structure fronting Robertson Boulevard would be apparent to passing motorists, pedestrians, and employees and patrons of commercial retail and restaurants lining Santa Monica Boulevard. The two hotel structures would be noticeably taller than the existing Factory building and existing single-story commercial buildings visible from View 1 however, due to distance and viewing angle, the apparent scale of the four-story structure fronting Robertson Boulevard would appear similar to the scale of the PUMP building (8948 Santa Monica Boulevard), which is seen in the foreground of this view. The 3- to 9-story structures would create an angular, geometric skyline to the southwest that would generally mimic the existing urban skyline created by straight, horizontal rooflines of single-story commercial buildings that are routinely interrupted by taller

signage and the crowns of landscape trees. As such, the proposed project would not substantially degrade existing views of the urban environment from this vantage point.

**View 2: Looking West through West Hollywood Park towards the project site.** Figure 3.1-9 depicts the existing visual conditions and the proposed project as viewed from the tree-lined northeastern entrance to West Hollywood Park, just west of North San Vicente Boulevard. View orientation is to the southwest along the wide and straight, Sycamore-lined concrete path that cuts across the northern portion of West Hollywood Park. View 2 is located approximately 650 feet northeast of the project site. As shown on Figure 3.1-9, the existing view is dominated by juvenile Sycamore trees aligned along the concrete path in the foreground viewing distance. Additional park amenities and features are also visible including basketball courts, a meandering concrete path, and a large, spreading ficus tree, as well as the east and north-facing sides of one- and two-story structures located within the park and along Robertson Boulevard. Due to intervening elements, existing buildings on the project site are not currently visible from View 2.

As shown on Figure 3.1-9, the east-facing sides of the two hotel structures would be partially screened from view by intervening elements. Street-level pedestrian uses along Robertson Boulevard and the pedestrian paseo would not be visible from View 2. Despite being partially screened, the tall, rectangular form and straight, vertical and horizontal lines of the nine-story structures would be apparent to pedestrians along North San Vicente Boulevard and recreationists at West Hollywood Park and would alter existing views. The buildings would contribute scale and mass to previously unoccupied airspace and, as a result, would partially define the western skyline. One of the two stairwells providing access to the subterranean parking structure would be visible from View 2, but would be largely screened by intervening landscaping elements. As a result, the proposed project would not substantially degrade existing views of the urban environment from this vantage point.

**View 3: Looking North along Robertson Boulevard towards the project site.** The existing visual conditions and the proposed project as viewed from Robertson Boulevard at El Tovar Place are depicted on Figure 3.1-10. View orientation is to the north-northwest along the largely commercial retail Robertson Boulevard corridor. Street parking is permitted on Robertson Boulevard and trees have been planted in the narrow parkways lining the boulevard. View 3 is located approximately 250 feet southeast of the project site and south- and east-facing sides of existing buildings on the site including the Factory building and one-story rectangular structures housing upscale commercial retail businesses are visible from View 3. The Hollywood Hills can also be seen in the distance from View 3.

Upon implementation of the proposed project, the single-story commercial buildings in the southeastern corner of the project site would be renovated. Adjacent to the existing commercial buildings and parallel to Robertson Boulevard would be a 140-foot-long by 40-foot-wide portion

of the Factory building that is proposed to be retained on site. The height of the proposed multi-use hotel building along Robertson Boulevard would range from one story to four stories. The building would be nine stories along the La Peer Drive frontage. This increase in scale across the project site would be visible from View 3. As shown on Figure 3.1-10, the apparent scale of the one- to four-story component of the hotel building along the Robertson Boulevard frontage would appear similar to the scale of the existing Anawalt Lumber Company building. The nine-story hotel structures would be noticeably taller than the existing Factory building and the lumber company building; however, the rectangular form and primarily straight, vertical and horizontal lines displayed by the proposed multi-use hotel building would be consistent with the form and line displayed by existing commercial and residential buildings lining Robertson Boulevard. While the hotel structures would block a small portion of the Hollywood Hills and the northern horizon from view, these features are generally screened from view by the existing Factory building. As a result, the proposed project would not substantially degrade existing views of the urban environment from this vantage point.

**View 4: Looking Southeast along Santa Monica Boulevard toward the project site.** Figure 3.1-11 depicts the existing visual conditions and the proposed project as viewed by pedestrians located near the northeastern corner of the Santa Monica Boulevard/Wiley Lane intersection. View orientation is to the east along Santa Monica Boulevard and towards the project site which is located approximately 400 feet away. Similar to View 1, View 4 is dominated by Santa Monica Boulevard and associated traffic, single-story commercial structures adjacent to eastbound travel lanes of the boulevard, and the existing landscape trees. Figure 3.1-11 depicts a busy, urban commercial corridor. While visible structures are primarily one-story in height, the red brick exterior of the Los Angeles County Sheriff's Department West Hollywood substation is visible to the east and the large form and mass of the Pacific Design Center Red Building is visible to the southeast. The west-facing side of the Factory building along La Peer Drive is visible from View 4 but the structure is not visually prominent as it is backscreened by the larger, more massive Pacific Design Center.

Of the four vantage points analyzed, the height, mass, and materiality of the multi-use hotel building would be most apparent from View 4. As shown on Figure 3.1-11, the west- and north-facing sides of the primarily glass exterior hotel structures would be visible and would dominate the visual landscape. As viewed from the Santa Monica Boulevard/Wiley Lane intersection, the hotel structures would rise above the comparatively modest concrete and single-story commercial building fronting the south side of Santa Monica Boulevard. While existing buildings would screen the lower levels of the proposed hotel building from view and the landscape trees would obscure portions of the upper levels of the development (particularly in the spring and summer, when the trees have full foliage), the mass, scale, and materiality of the structures would be evident and would draw the attention of viewers along the Santa Monica Boulevard commercial corridor. However, motorists and pedestrians along Santa Monica Boulevard who would experience this view are considered to have low sensitivity to changes in the visual environment, as explained in



Section 3.1.4. Furthermore, while the proposed multi-use hotel building would alter this view, it would not substantially degrade its quality relative to the existing urban visual landscape that is experienced by pedestrians and motorists along Santa Monica Boulevard.

**Park Site.** Regarding the park site, the visual effects of implementing the Park Master Plan, including the plans for the park site, were previously analyzed under CEQA in the Park Master Plan Initial Study/Mitigated Negative Declaration (IS/MND) and in the Park Master Plan IS/MND Addendum. As concluded in those documents, implementation of the Park Master Plan, which included removal and replacement of existing trees and vegetation within the park, would have no impact relative to degradation of existing visual character or quality (City of West Hollywood 2004b, 2014c). Under the proposed project, the park site would be reconstructed consistent with the Phase II Park Master Plan Implementation Project, with the exception of the two pedestrian exit/entrance structures. However, these components would be minor in scale and mass and are not anticipated to increase the severity of impacts identified in the previous CEQA documents to the extent that new impacts would occur.

**Summary.** While the scale and mass of the proposed multi-use hotel building would be noticeably larger than existing on-site buildings and structures in the immediate surrounding area, the proposed project is located in a densely developed, urban environment. More specifically, the proposed project site is located in the City’s Design District which, according to the General Plan, “is characterized by the contrasts between the small, closely-packed scale of the commercial buildings and streetscape and the monumental scale of the Pacific Design Center and nearby Beverly Center and Cedars-Sinai Hospital” (City of West Hollywood 2011). Therefore, while the multi-use hotel building would create visible contrast in height, mass, and materiality when viewed alongside existing commercial retail development along Robertson Boulevard, La Peer Drive, and Santa Monica Boulevard, similar contrasts occur in the surrounding landscape with such regularity that they define the existing character of the area. For example, the Pacific Design Center, Beverly Center, and Cedars Sinai Medical Center are nearby buildings with monumental scale and massing that contrast with surrounding smaller densely clustered commercial structures. Similar patterns occur along the Sunset Strip, an area of the City that consists of Sunset Boulevard and the parcels that generally front Sunset Boulevard. (Sunset Boulevards is located approximately 0.5 miles north of the project site.) Buildings along Sunset Strip range in height from single-story structures to structures that are 150–200 feet in height. (Examples include the building at 9200 Sunset Boulevard, which is 195 feet in height, and the Andaz West Hollywood hotel building at 8401 Sunset Boulevard, which is 150 feet in height). As such, the proposed project would be consistent with the existing visual character of the area. Furthermore, with implementation of the proposed project, views would be consistent with the expectations of viewers within a densely developed, urban environment. Lastly, as detailed above, the visual contrast in scale and mass between the proposed project and existing structures and streetscape in the neighborhood would be most apparent from View 4. While the noticeably

taller height and seemingly wide mass of the hotel building would be visible and would alter existing views, the resulting view and visual experience of contrasting elements would be similar to that currently afforded to viewers as they pass through the area. For example, as motorists and pedestrians approach the Santa Monica Boulevard/North San Vicente Boulevard intersection from the north and the west and the North San Vicente Boulevard/Melrose Avenue intersection from the south, the large, colorful, and sprawling Pacific Design Center is juxtaposed in views with relatively small, single-story commercial and residential buildings. Therefore, because incorporation of the proposed project and the addition of height and mass to the existing landscape would be consistent with the expectation of viewers within a densely developed urban environment which, according to the City, is characterized by noticeable contrasts in scale and mass. As such, the proposed project would not degrade the existing visual character or quality of the project site or the surrounding areas and impacts would be **less than significant**.

### **Shade and Shadow**

A shade and shadow study comprised of a series of static images was conducted for the proposed project. To approximate shade and shadow conditions in the surrounding area created by implementation of the proposed project, shadows cast by the proposed multi-use hotel building were simulated for the summer solstice (June 21), fall equinox (September 23), winter solstice (December 21), and spring equinox (March 20) at 9:00 a.m., 12:00 p.m., and 3:00 p.m. To conduct the shade and shadow study, existing buildings were placed at zero elevation and extruded to their building heights within the 3d Studio Max software. A 3d mass model of the proposed project structure and the maximum height of the building was used to place the proposed structures into the 3d Studio Max scene. A 3d sun system is then added to the scene to cast projected shadows at the summer and winter solstices and at the spring and fall equinoxes.

During the winter season the period of daylight is shortest (compared to spring, summer, and fall) and the sun is at its lowest angle compared to the Earth's ground surface and therefore, shadow lengths are the longest during the winter. In terms of daylight hours, the shortest day of the year occurs on the winter solstice which falls on or around December 21. Shadow lengths are the shortest during summer months when the period of daylight is the longest (more than twelve hours) and the sun is at its highest angle compared to the Earth's ground surface. In terms of daylight hours, the longest day of the year occurs on the summer solstice which falls on or around June 21. Throughout the day, the direction of shadows cast by vertical forms move with the path of the sun, resulting in different shadow lengths and projections at different times of the day. The direction and length of shadow projections also varies throughout the seasons of the year. Shadows are projected in a westerly direction during the morning hours when the sun rises from the east; shadows move northerly during the late morning and early afternoon hours. During the late afternoon to early evening hours when the sun sets in the west, shadows are cast in an easterly direction. Shadow projections from the proposed project during summer, winter, fall, and spring

are shown on Figures 3.1-12 through 3.1-15. Lastly, for purpose of this analysis, shadow/shade sensitive structures are understood to consist of certain land uses (e.g., residences, parks, and schools) whose occupants have expectations for direct sunlight and warmth from the sun.

### *Summer Solstice*

Shadow lengths and projections at various times on the summer solstice are depicted on Figure 3.1-12. As shown on the figure, shadows cast by the proposed multi-use hotel building during the summer would be shorter than those in the winter and would fall on the project site, La Peer Drive (during morning hours), Robertson Boulevard (during afternoon/evening hours), and commercial businesses and a restaurant located immediately north and west of the project site. Shadows would also be cast to the northeast across Robertson Boulevard; however, based on the shade and shadow study, the park site would not be cast in shadow at 3:00 p.m. Furthermore, under existing conditions, large trees installed along Robertson Boulevard may already shade these areas during the same timeframe. The proposed pedestrian exit/entrance structures within the park site would be small in size and would therefore not generate substantial shadows within the park site. Furthermore, shadows would be cast temporarily, users of these areas tend to be mobile, and the central and western portions of the park (which feature large turf areas) would be available to park users. Consequently, summer shadows would be **less than significant**.

### *Fall and Spring Equinoxes*

Figures 3.1-13 and 3.1-14 depict the shadows that would be cast by the proposed multi-use hotel building in the fall and spring, respectively. The depictions of project-generated shadow represent the median shade/shadow that would result from implementation of the proposed project during the year. As shown on the figures, portions of La Peer Drive, Santa Monica Boulevard, Robertson Boulevard, parking lots of adjacent businesses, and commercial businesses located immediately north and west of the project site may be shaded for a couple of hours during the fall and spring. A small portion of the park site near Robertson Boulevard may be shaded during the late afternoon/evening hours. However, as described above, this area may already be partially shaded under existing conditions. Additionally, the duration of any new shadows would be limited to the late afternoon hours when shadow impacts are least noticeable. The proposed pedestrian exit/entrance structures within the park site would be small in size and would therefore not generate substantial shadows within the park site. Due to the short duration of shading and the fact that streets and commercial businesses are not considered shade/shadow sensitive uses, impacts would be **less than significant**.

### *Winter Solstice*

Due to the low angle of the sun, shadows cast on December 21 would be the longest in length and therefore, represent the worst-case scenario. As shown on Figure 3.1-15, shadows generated

by the proposed multi-use hotel building would be cast to the northwest across adjacent commercial uses, short segments of La Peer Drive, and Santa Monica Boulevard. In the morning the proposed multi-use hotel building would shade the project site, adjacent commercial businesses, the northeastern most corner of the West Hollywood Animal Hospital, the south-facing street frontage of Pavilions, parking lots, and streets for an approximate duration of three hours. By 12:00 p.m., the relatively long shadow cast by the proposed project would decrease in length and size and would primarily shade non-sensitive uses in the immediate area including commercial businesses located immediately to the north, parking lots, and portions of Santa Monica Boulevard and the adjacent sidewalk. In the afternoon and into the early evening, shadows cast by the project would project to the northwest and would shade the project site, adjacent commercial buildings and parking lots, Robertson Boulevard, and restaurants/lounges including The Abbey and the former Here Lounge. Shadows would also be cast onto the park site; however, as stated above, for late afternoon shadow projections anticipated at the Summer Solstice, shadows would be cast temporarily and park users tend to be mobile. Furthermore, the central and western portions of the park would be available to recreationists and as such, shadows cast onto the westernmost portion of the park would not substantially affect the recreational experience of park users. In the case of restaurants/lounges that would receive shadows, these uses are not considered to be shade-sensitive uses. Any shadows cast by the proposed pedestrian exit/entrance structures at the park site would be minor in size and duration due to the small size of the proposed structures. Furthermore, these structures would be smaller in size than those currently located on the park site. As such, these anticipated shadow impacts during the winter solstice are considered **less than significant**.

***Threshold D: Would the project create a new source of substantial light or glare which would adversely affect day or nighttime views in the area?***

### **Lighting**

While a detailed lighting schedule has yet to be prepared, implementation of the proposed project is assumed to entail the installation and operation of the following light sources during operations: outdoor lighting along building frontages and Robertson Lane, interior and exterior lighting from hotel, commercial retail, restaurant, and café spaces, planter box lighting, decorative lighting and illuminated signage, in-ground lighting through the pedestrian paseo, recessed down lights, lighting from balconies, decks, and the rooftop pool area, and walkway and landscaping lighting at the park site. In accordance with the West Hollywood Municipal Code, all exterior lighting would be appropriately shielded and directed away from public rights-of-way. Furthermore, timers and/or photosensors would be installed and utilized for exterior lighting and occupancy sensor lighting would be used to reduce electricity consumption during operation of the multi-use hotel building. All signage would be designed in compliance with a Comprehensive Sign Program consistent with Section 19.34.070 of the City's Municipal Code.

No digital signs, billboards, or other off-site signs are proposed for this project. Because the proposed project would comply with the City’s Municipal Code requirements and the types of lighting would be consistent with other commercial developments along the vibrant Santa Monica Boulevard corridor, the project would not create a substantial source of light which would adversely affect nighttime views in the area. Impacts would be **less than significant**.

### **Glare**

The proposed project would feature architectural elements and metallic building materials including railing and decorative grilles, glass exteriors (street level storefronts and hotel guestroom windows), decorative aluminum window mullions, and stainless steel. The proposed project would also provide for the future installation of a photovoltaic system by providing roof locations for photovoltaic panels and by incorporating conduits from the roof to the electrical room. Decorative railings or decorative grille work placed in front of or behind street level windows would be at least 75% open to perpendicular view and no more than six feet in height above grade. Furthermore, security gates and grilles would not be installed on the exterior of any structures. Clear, untinted glass would be used at and near the street level to allow maximum visual interaction between sidewalk areas and the interior of buildings. The use of clear glass would also minimize the potential for glare received offsite. Mirrored, reflective, or tinted glass would not be used except as an architectural or decorative accent. In these instances, glass would generally be recessed and shielded by proposed façade articulations. Stainless steel would be incorporated minimally, at two locations along the south side of Robertson Lane, at grade and slightly above grade. As such, stainless steel would not be a prominent building material, and the small amount that is proposed would generally be obstructed from nearby receptors since it would be located along Robertson Lane and at low elevations. The future installation of photovoltaic system on roof locations is not anticipated to generate glare that would adversely affect daytime views. The photovoltaic system would be roof mounted and therefore, largely obscured from view of the primary viewer groups in the surrounding area (i.e., motorists and pedestrians). In addition, individual panels would likely be angled such that incoming sunlight and potential glare would be reflected back towards the sun. Regarding the park site, the visual effects of implementing the Park Master Plan, including the plans for the park site, were previously analyzed under CEQA in the Park Master Plan IS/MND and in the Park Master Plan IS/MND Addendum. As concluded in those documents, implementation of the Park Master Plan would have a less than significant impact relative to lighting and glare (City of West Hollywood 2004b, 2014c). Under the proposed project, the park site would be reconstructed consistent with the Park Master Plan, with the exception of the two pedestrian exit/entrance structures. However, these components would be minor in scale and mass and are, therefore, not anticipated to increase the severity of glare impacts identified in the previous CEQA documents such that new impacts would occur.

As such, implementation of the proposed project would not create a new source of substantial glare which would adversely affect daytime views in the area. Impacts would be **less than significant**.

### 3.1.6 Mitigation Measures

With adherence to and implementation of the City’s Municipal Code requirements for lighting, impacts to aesthetics are less than significant. No mitigation measures are required.

### 3.1.7 Significance after Mitigation

No mitigation measures are required; impacts would remain less than significant.

### 3.1.8 References

City of West Hollywood Municipal Code Section 19.20.100 Outdoor Lighting.

City of West Hollywood. 2004a. *West Hollywood Park Master Plan 2004*. Final Report. Accessed October 26, 2015. <http://www.weho.org/city-hall/city-departments-divisions/assistant-city-manager/innovation-and-strategic-initiatives/west-hollywood-park-master-plan-phase-ii>.

City of West Hollywood. 2004b. *Initial Study / Mitigated Negative Declaration for the Park Master Plan*. February 2004. Accessed October 26, 2015. <http://www.weho.org/city-hall/city-departments-divisions/assistant-city-manager/innovation-and-strategic-initiatives/west-hollywood-park-master-plan-phase-ii>.

City of West Hollywood. 2011. *City of West Hollywood General Plan 2035 - Land Use and Urban Form Element*. September 2011.

City of West Hollywood. 2014a. *West Hollywood Design District Streetscape Master Plan*, Final. Adopted December 15, 2014.

City of West Hollywood. 2014b. *Streets + Public Space Plan – Phase 2 to the West Hollywood Design District Streetscape Master Plan*. 2014. Accessed June 8, 2015. <http://www.weho.org/home/showdocument?id=15679>.

City of West Hollywood. 2014c. *Addendum to the West Hollywood Park Master Plan Mitigated Negative Declaration*. Prepared for City of West Hollywood. Prepared by Impact Sciences Inc. April 2014. Accessed October 26, 2015. <http://www.weho.org/city-hall/city-departments-divisions/assistant-city-manager/innovation-and-strategic-initiatives/west-hollywood-park-master-plan-phase-ii>.

City of West Hollywood. 2015. “West Hollywood Design District Streetscape Project.” Accessed June 8, 2015. <http://www.weho.org/city-hall/city-departments/community-development/long-range-and-mobility-planning/west-hollywood-design-district-streetscape-project>.





Photo 1: View northwest from North Robertson Boulevard across project site towards commercial retail buildings



Photo 2: View southeast from North La Peer Avenue across project site towards surface parking lot and the Factory building

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Photo 3: View northwest from North Robertson Boulevard across project site towards large ficus trees and commercial building/nightclub



Photo 4: View west from North Robertson Boulevard across project towards surface parking lot framed by two large ficus trees

Figure 3.1-2  
Existing Conditions



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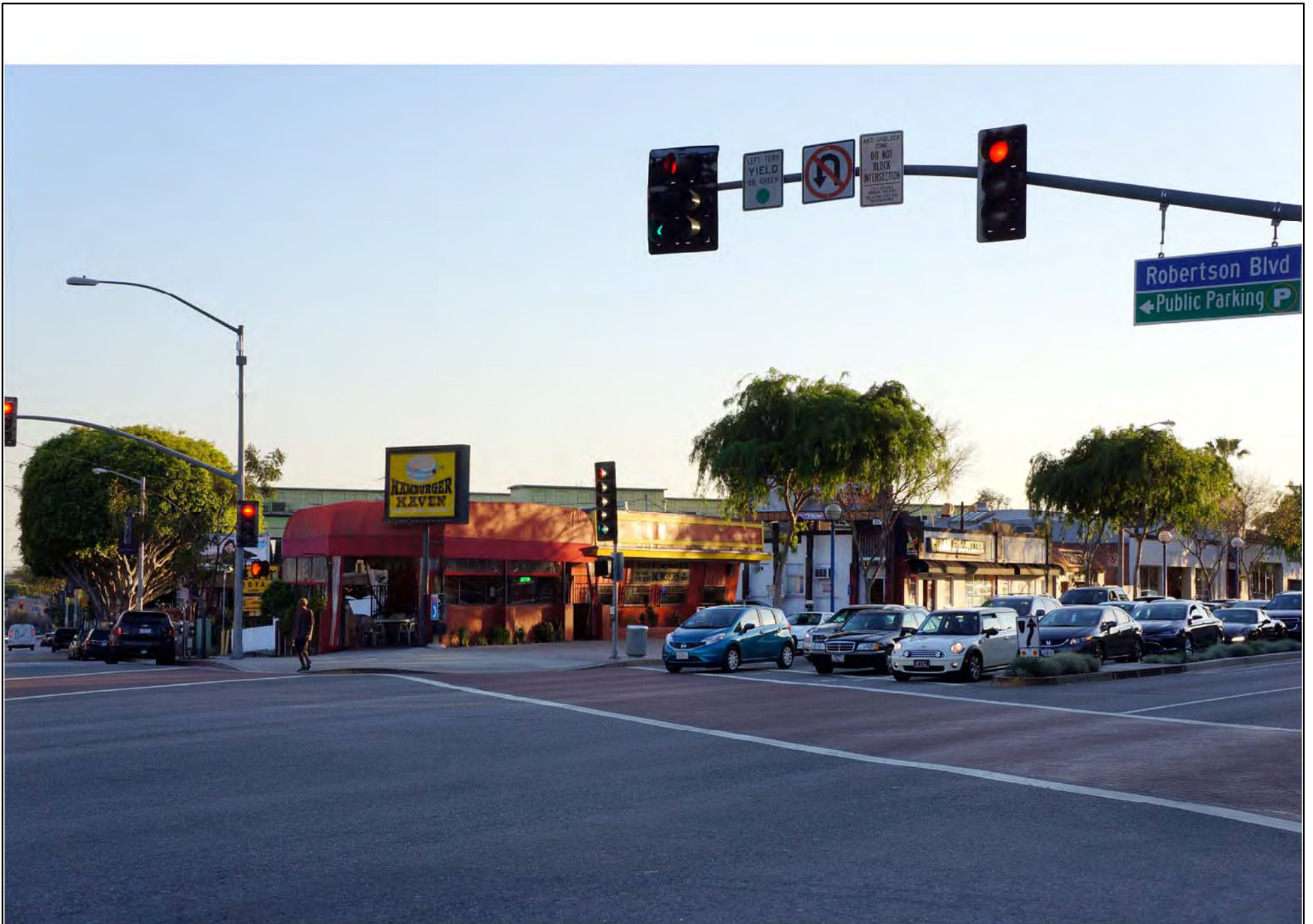


Photo 5: View southwest from North Robertson Boulevard/Santa Monica Boulevard intersection towards commercial buildings and businesses located north of the project site



Photo 6: View west from Santa Monica Boulevard/Ramage Street intersection along the Santa Monica Boulevard corridor

Figure 3.1-3  
Existing Conditions



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Photo 11: View southeast from Santa Monica Boulevard/North San Vicente Boulevard intersection towards Pacific Design Center building

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Key View 1

Key View 2

Key View 4

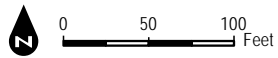
Key View 3

Santa Monica Blvd

La Peer Drive

Robertson Blvd

Melrose Ave



SOURCE: Bing Maps, 2016

**DUDEK**

Robertson Lane Hotel Project

**Figure 3.1-7**  
Location of Key Views



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Existing Conditions



Proposed Conditions

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Existing Conditions



Proposed Conditions



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Existing Conditions



Proposed Conditions

Figure 3.1-10  
Key View 3: Looking north along North Robertson Boulevard toward Project Site



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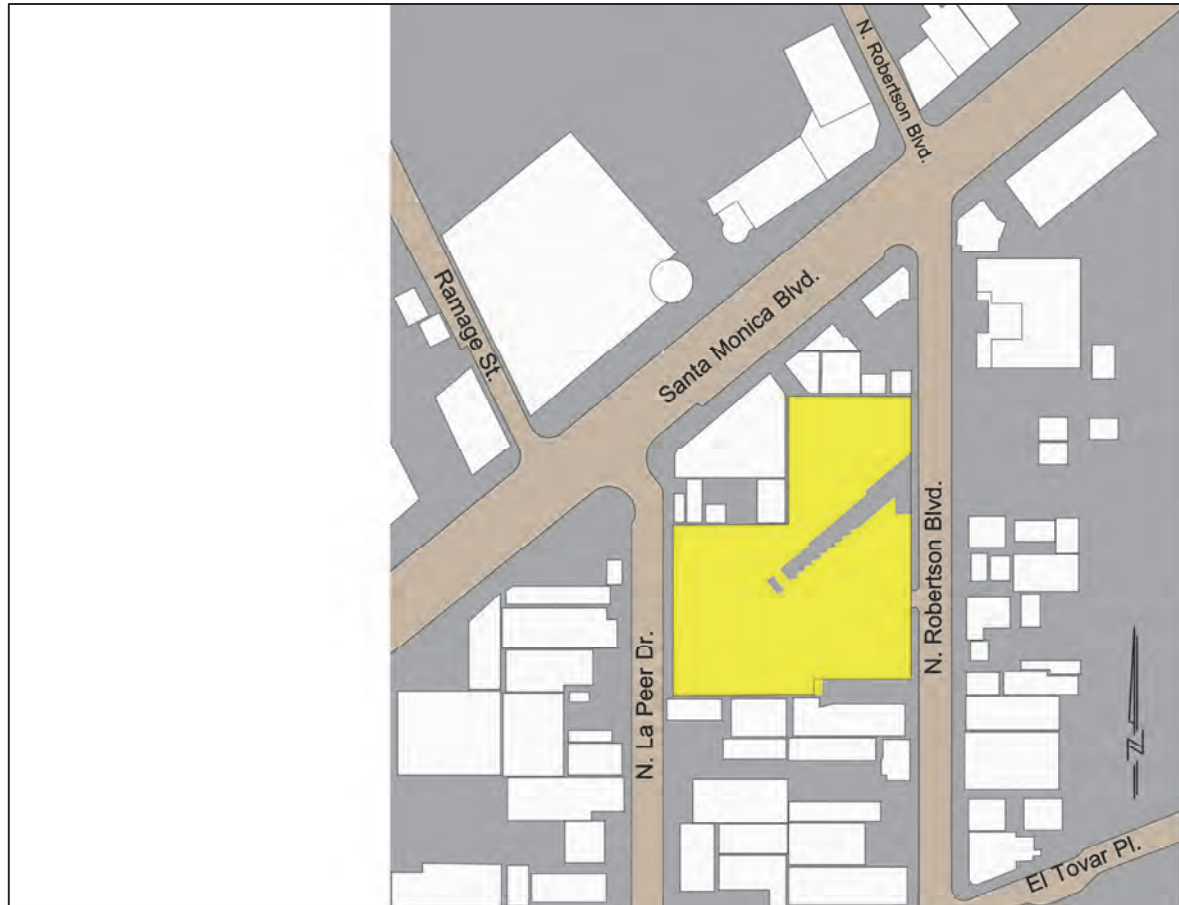
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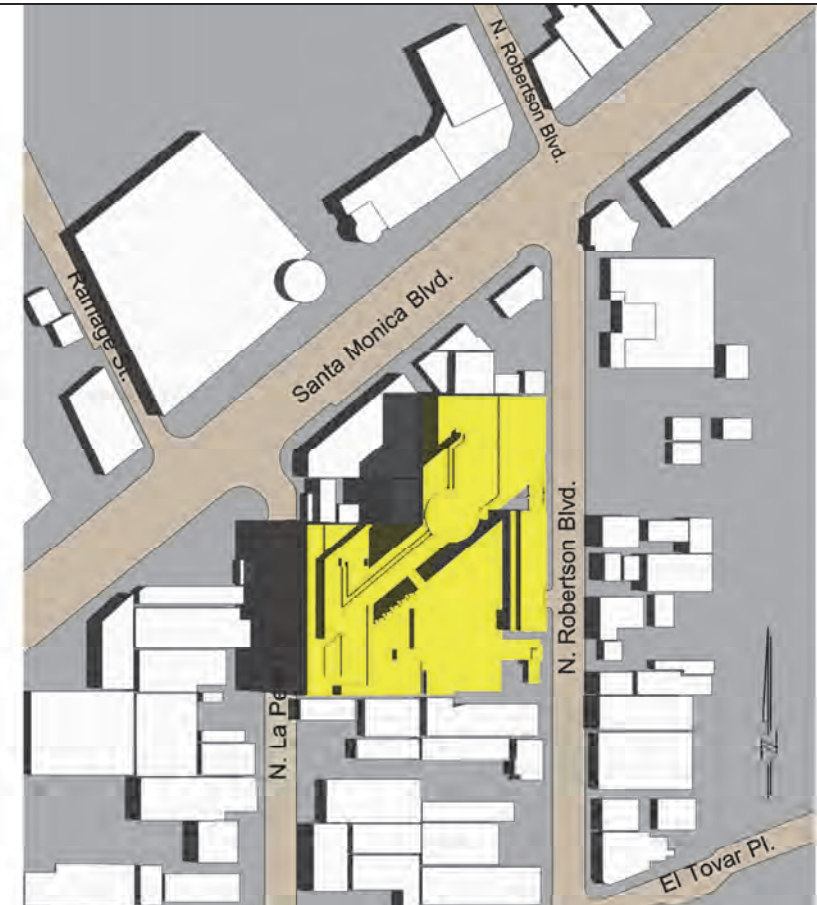


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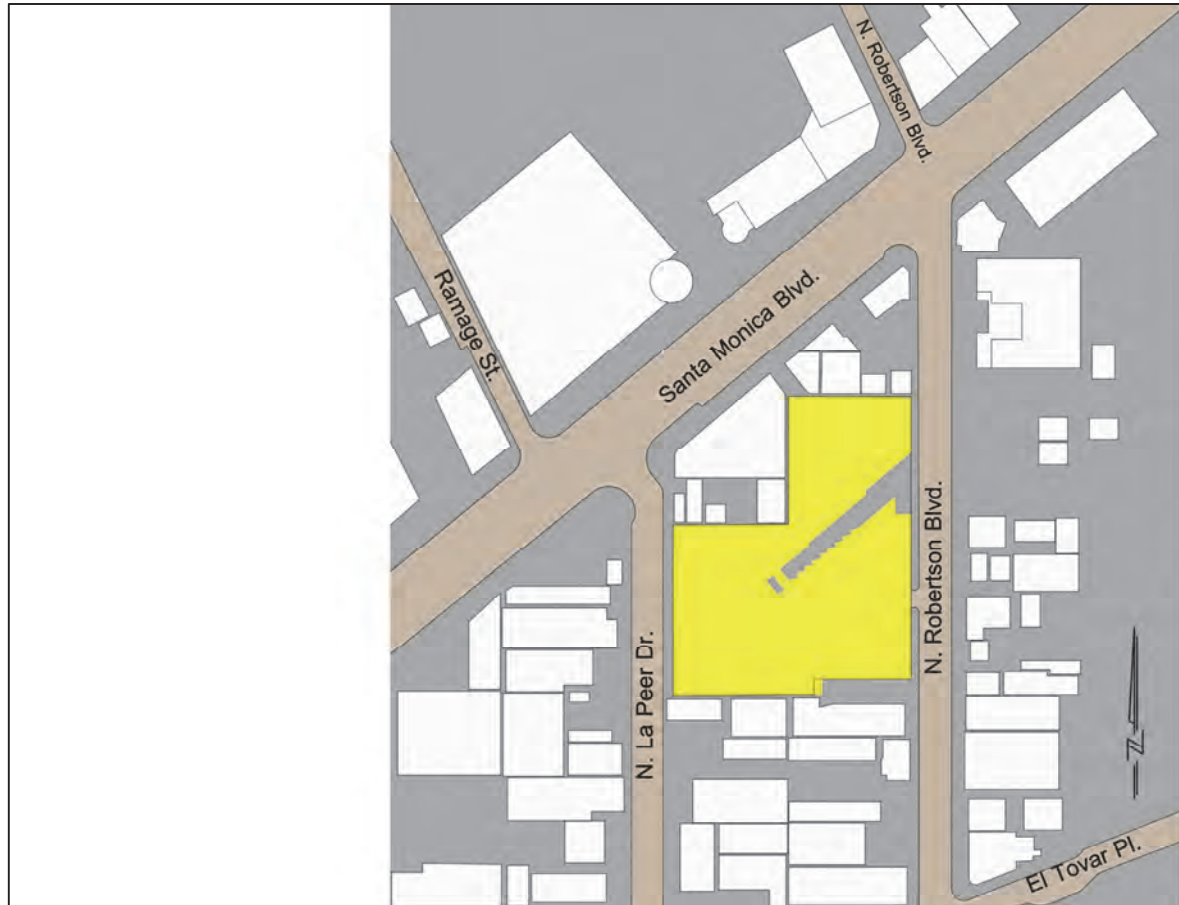
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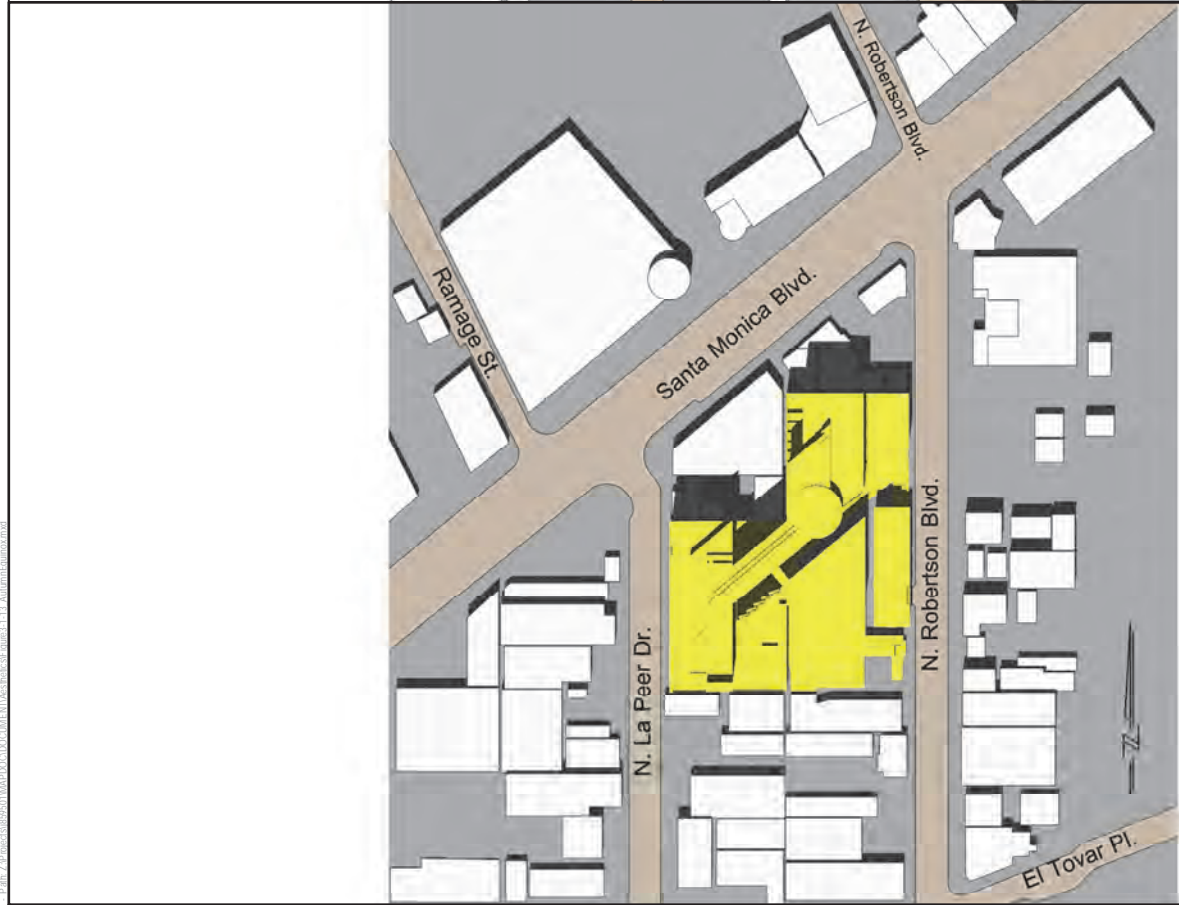
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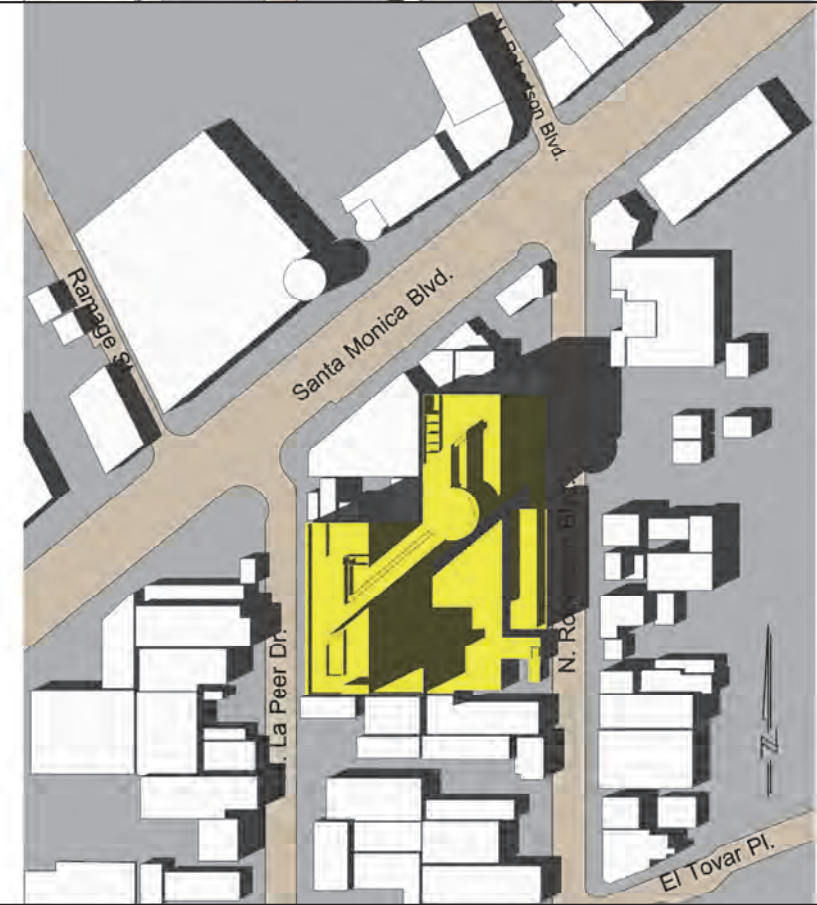
Site Plan

0900



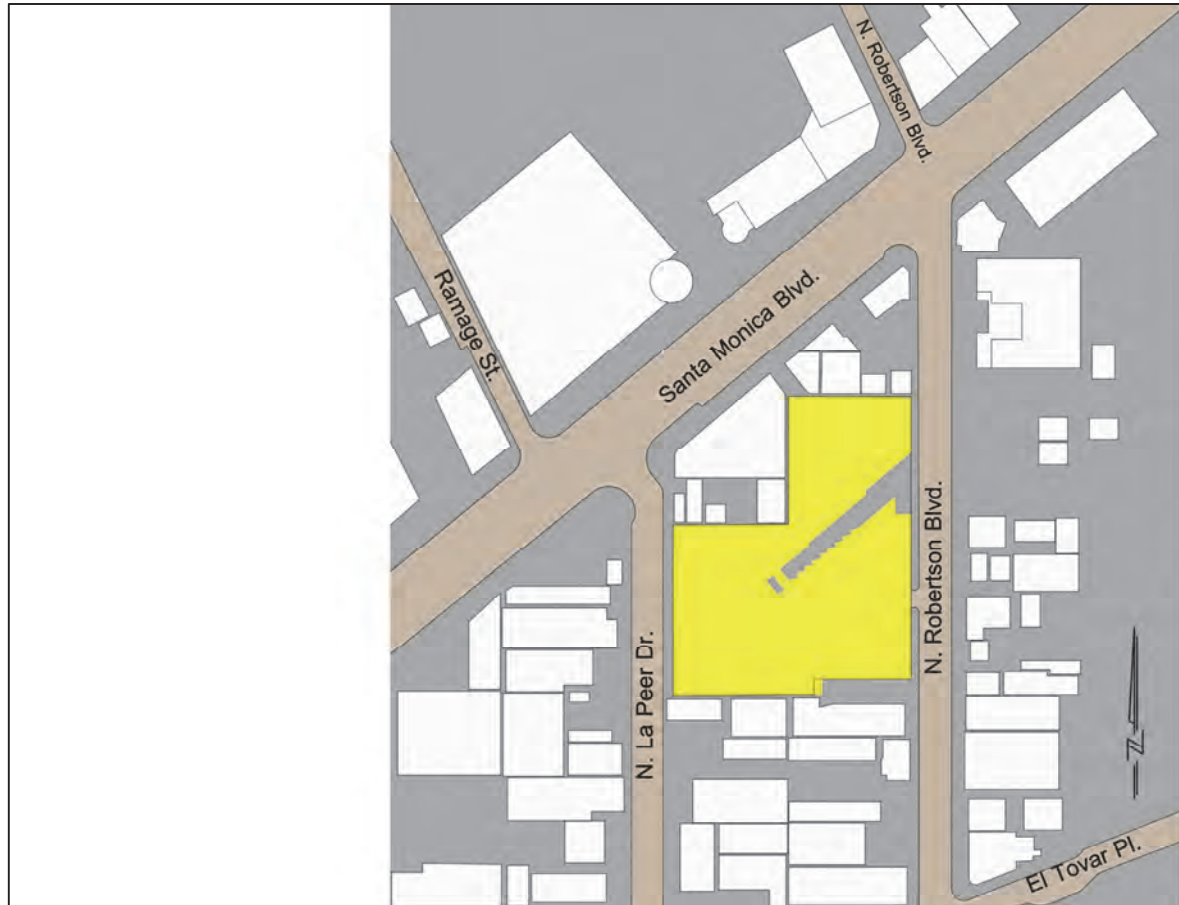
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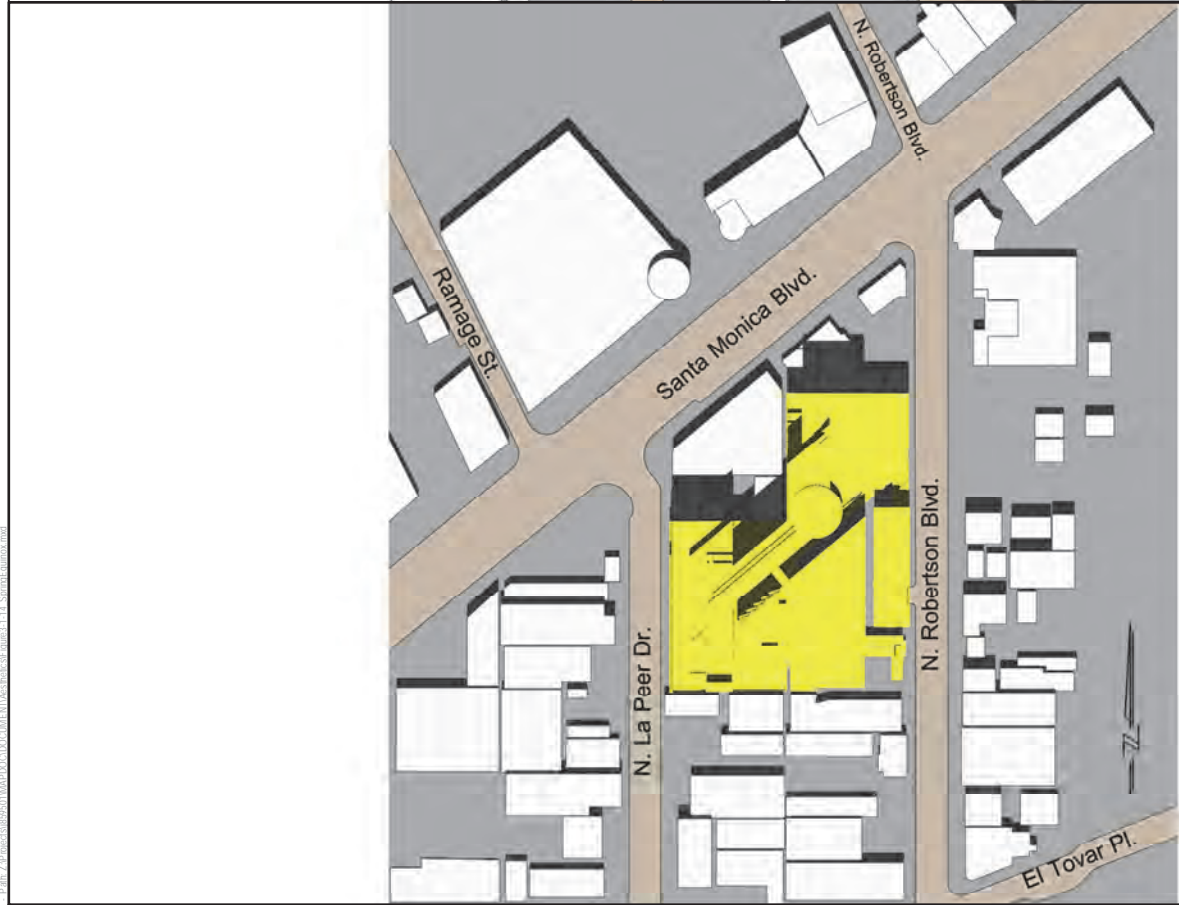
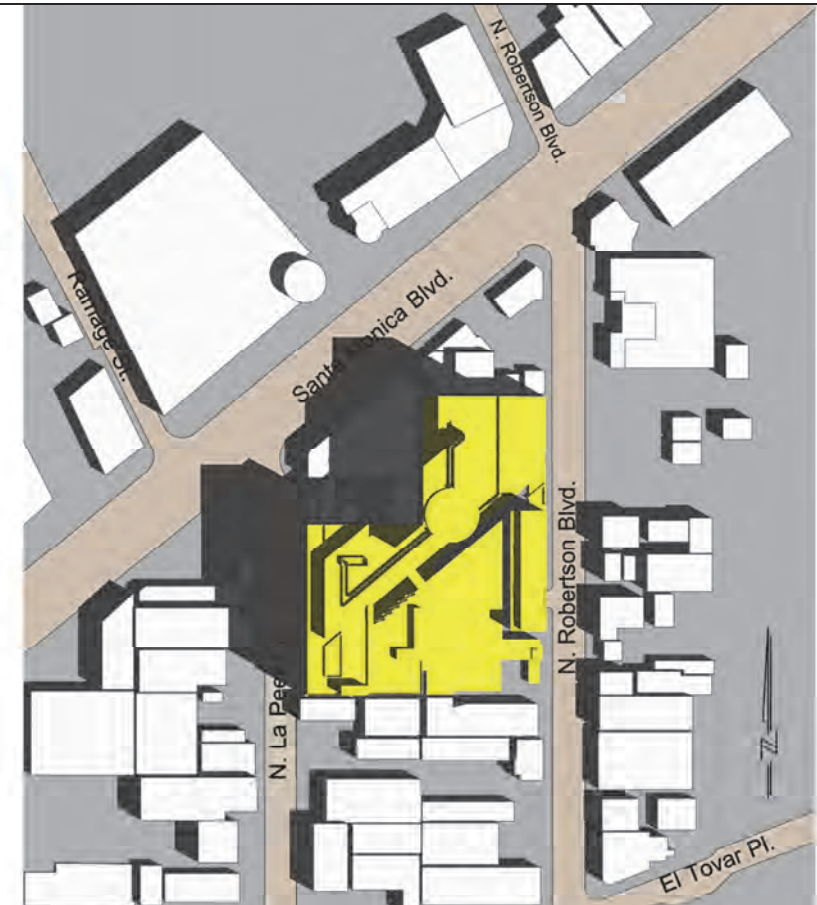
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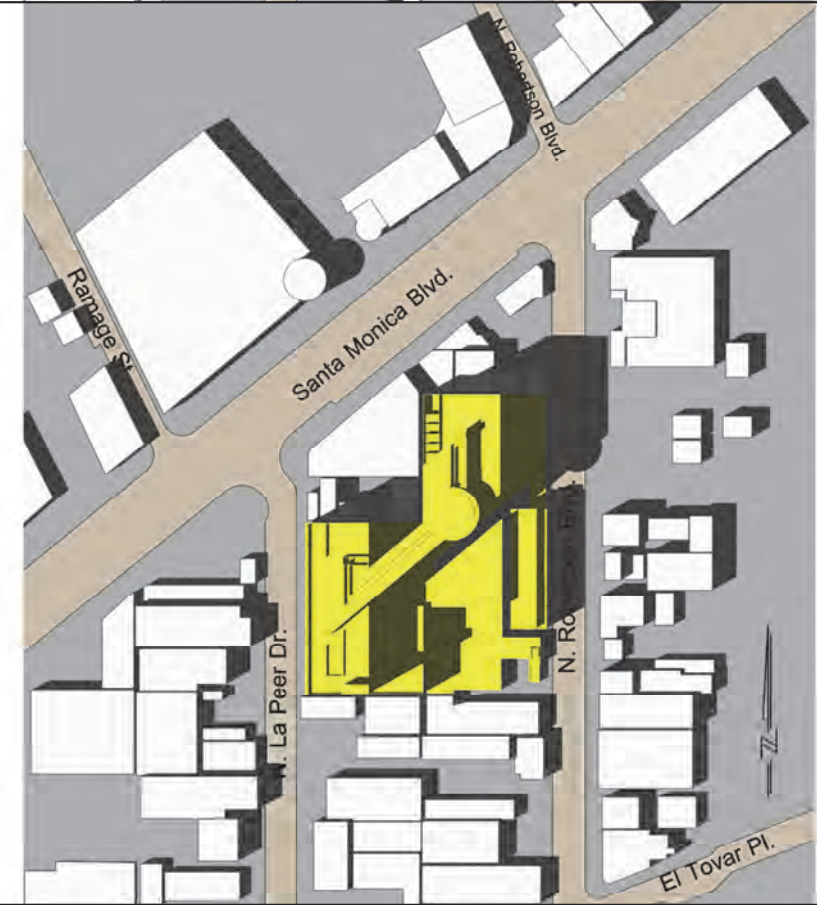
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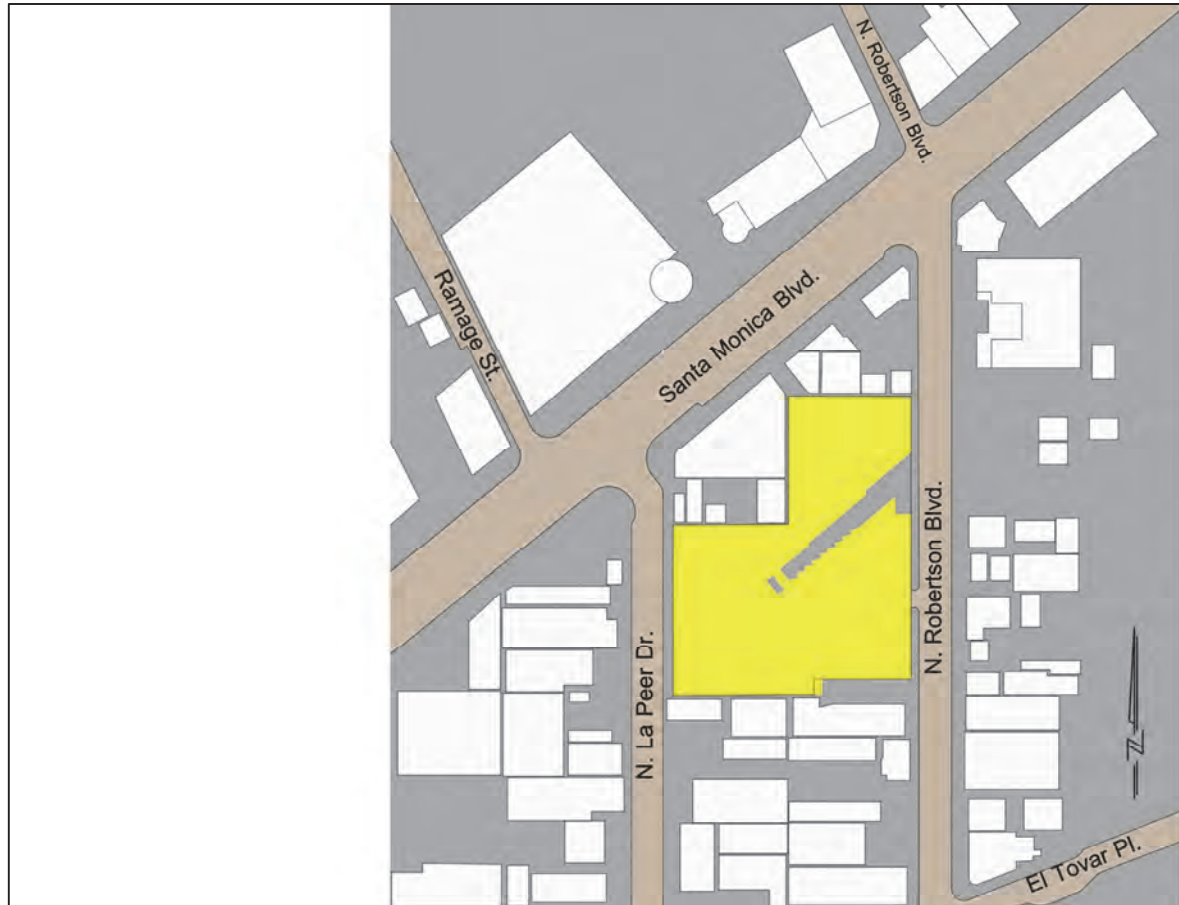
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Site Plan



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