3.1 AESTHETICS

This section describes the existing visual setting of the project site and vicinity, identifies associated regulatory requirements, evaluates potential aesthetic impacts, and identifies mitigation measures related to implementation of The Bond Project (project or proposed project).

3.1.1 Existing Conditions

3.1.1.1 Visual Character and Quality

The project site is located within the City of West Hollywood in Los Angeles County and consists of properties fronting Santa Monica Boulevard, North Orange Grove Avenue, and North Ogden Drive. The site consists of three Assessor's Parcels—5530-002-067, 5530-002-019, and 5530-002-027—which correspond to properties located at 7811 Santa Monica Boulevard, 1114 North Orange Grove Avenue, and 1125 North Ogden Drive, respectively. The parcel fronting North Orange Grove Avenue and the parcel fronting North Ogden Drive are both rectangular in shape, and the parcel fronting Santa Monica Boulevard is an irregular L-shaped parcel. The project site is depicted in Chapter 2, Project Description, Figure 2-3, Project Site; in this figure, the three parcels have been merged into one. Together, they encompass an approximately 0.92-acre project site.

The project site is developed with a commercial building, two surface parking lots, and two residential buildings. An L-shaped, industrial stucco concrete commercial building that currently houses a gym is located on the southern portion of the project site. As depicted in Figure 3.1-1, the single-story building fronts Santa Monica Boulevard and is adorned with a generally unfinished gray façade along the southern and eastern exterior. Limited business signage ("Brick") is installed on the façade that features centrally located, geometric, and asymmetrical parapets along the south and east exteriors. A limited number of diagonal parking spaces are available to the immediate east of the building. The northern exterior of the building consists of creeping vine covered brick façade that fronts a rectangular surface public parking lot accessible via Orange Grove Avenue. The parking lot, depicted in Figure 3.1-2, is gated along the Orange Grove frontage and the northern, eastern, and southern boundaries are defined by existing buildings and fencing that abut the lot. The relatively narrow and rectangular parcel in the northeastern corner of the project site is developed with one- and two-story multifamily residential buildings (two buildings are located on the parcel). The one-story residential structure includes a small, densely landscaped outdoor area that fronts Ogden Drive, as shown in Figure 3.1-3. Located to the immediate west, the two-story building features a light purple painted exterior and includes a stairwell that leads to an upstairs outdoor porch constructed along the building's south-facing exteriors and an outdoor patio constructed along the building's east-facing exterior. A narrow driveway is located along the southern extent of the northeastern rectangular parcel.

3.1.1.2 Surrounding Area

The West Hollywood General Plan identifies the project site and surrounding area as being located in the Santa Monica/Fairfax Transit District Commercial Sub-area, which supports a significant number of transit routes and transfer points. The area is characterized by service and retail businesses oriented to the local community. Uses in the surrounding area are generally consistent with the General Plan characterization of the area and are depicted in Chapter 2, Figure 2-4, Surrounding Land Uses. The project site is bordered to the north by Fountain Day School, a preschool. The 0.5-acre Fountain Day School property consists of a two-story structure along the southern boundary, one central open area, three covered and fenced children's play areas, as well as three one-story structures. The structure along the southern boundary is painted in light yellow on the exterior and is two stories in height. Further to the north, the surrounding land uses consist of residential development, along Ogden Drive and Orange Grove Avenue. The developments are comprised of mostly one- and two-story multifamily residential apartment structures featuring light colored stucco exteriors including off-white, tan, and yellow. Building roofs are generally flat and buildings are typically rectangular in shape. Further to the northwest of the project site, there is an eight-story residential structure. The structure is rectangular in shape and runs north-south along Fairfax Boulevard. The structure features a white stucco exterior and flat roof.

The project site is bordered directly to the west by long and narrow commercial buildings and a gated, rectangular lot on which a modular office building and a shipping container are located. The rectangular lot contains an outdoor surface parking area and the lot and modular office building comprise an automobile repair shop, training business, and a painting business. The one-story commercial buildings are both rectangular and feature simple flat roofs. Further to the west, and west of Orange Grove Avenue, there is a commercial shopping center featuring Whole Foods Market as the anchor tenant. Other services, including dry cleaning, a bakery, and liquor store, are also available in the shopping center. From east to west, the smaller businesses in the center currently include a computer repair shop, cell phone stores, a bakery, a dry cleaners, a taqueria, and a drama school. Shopping center buildings are arranged in an L-shape, and display a generally rectangular form and simple flat roofs. The structures feature red brick exteriors along the back of the buildings, and glass exteriors along the south and west-facing façades. A large surface parking lot is also present and abuts buildings to the south and west. The center's frontage along Santa Monica Boulevard and Fairfax Avenue is landscaped with regular street trees, shrubs, and a moderately tall (approximately 5-foot) hedge installed along a masonry wall. The parking lot is accessible via Orange Grove Avenue, Santa Monica Boulevard, and Fairfax Avenue.

Directly to the east of the project site a blocky commercial building is present. The single-story building abuts the project site, features arched openings along its south-facing exterior, and is painted white/gray with blue accents in the form of awnings, lamp posts, and a continuous, thin, rectangular trim. Further along the north side of Santa Monica Boulevard to the east there is a two-

story rectangular structure, which houses commercial uses on the first floor, such as grocery, pawn, and smoke shops, with residential uses on the second floor. The structures further to the east along the south side of Santa Monica Boulevard display rectangular form with exteriors adorned with muted to dark colors and house a variety of businesses including grocers, pawn, home repair and hardware, liquor, cleaners and electronics. A similar assortment of small, primarily one-story commercial buildings and occasionally, surface parking lots, continue to the east along the south side of Santa Monica Boulevard and house a wide variety of businesses including pawn, home repair and hardware, clinic, medical supplies, pharmacy, boutique, deli, jewelry, dry cleaners, and liquor shops. The structures typically abut one another and generally display a rectangular form with Santa Monica Boulevard facing building exteriors adorned with muted to bright colors.

Additional commercial structures are located to the south and southeast of the project site along the Santa Monica Boulevard corridor. These structures display a generally rectangular form, one- to two-story height, simple flat roofs, and lightly colored stucco, wood, or exposed brick exteriors. The corridor is lined with tall street trees (landscaped medians are occasionally present) and two boulevard-facing storefronts feature outdoor dining and seating areas. A large commercial development exists on the northwest corner of Santa Monica Boulevard and Fairfax Avenue. The structure's rectangular shape extends along both Fairfax Avenue and Santa Monica Boulevard and features a central circular structure at the corner of Santa Monica Boulevard and Fairfax Avenue. The structure features long glass windows and dark gray finishing.

3.1.1.3 Lighting and Glare

The project site is located within a densely developed urban environment. 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 at the project site include interior and exterior lighting from on-site and surrounding buildings, commercial signage, traffic signals and on-street lighting (in particular along Santa Monica Boulevard), parking lot signage, and parking lot exterior lighting. The level of lighting emanating from and projecting onto the site is fairly typical of densely developed urban environments. With the exception of overhead street and parking lot lighting, and glass windows and building facades, existing sources of glare in the project area are generally limited.

3.1.1.4 Shade and Shadow

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, north, south, and west that are of similar scale to the existing on-site one-story commercial building, two-story residential building, and one-story residential building, as well as a two-story Fountain Day School. Particularly sensitive uses exposed

to shade and shadow include the Fountain Day School building located directly to the north of the project site and the residential units located to the northeast of the project site along Ogden Drive that include outdoor patio space on the second story. Further, the residential area sandwiched between the project site and an existing commercial building along Ogden Drive includes outdoor patios and gathering areas. These areas are also considered sensitive to shade and shadow.

3.1.2 Relevant Plans, Policies, and Ordinances

3.1.2.1 Federal

There are no federal plans, policies, and ordinances that are particularly relevant to the proposed project in the context of an evaluation of aesthetic impacts.

3.1.2.2 State

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 the California Environmental Quality Act (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) Section 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 Section 21099 to be the area within 0.5 miles 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 proposed project is approximately 500 feet from the intersection of Santa Monica Boulevard and Fairfax Avenue, where the Metropolitan Transportation Authority Bus Lines 704, 780, 4, 10, 48, and 2 operate. All 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 proposed 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 3.1.4, the aesthetic impacts of the proposed project were determined to be less than significant.

3.1.2.3 Local

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 Santa Monica/Fairfax Transit District, a section of the corridor that supports diverse commercial uses that fulfill the needs of the adjacent neighborhoods and transit users. This sub-area is the current location of a significant number of transit routes and transfer points. According to the Land Use and Urban Form element, "the district is characterized by service and retail businesses oriented to the local community, including a number of Russian-oriented businesses" (City of West Hollywood 2011).

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-1.2: 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-4.5: 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:
  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.
- Policy LU-8.1: Consider the scale and character of existing residential neighborhoods during the approval of new development.
- Policy LU-8.3: Encourage residential renovations and new development to complement existing buildings – including setbacks, heights, materials, colors, and forms – while allowing flexibility in architectural design and innovation.
- Policy LU-8.6: Encourage design of facades and frontages that foster resident views of the street to provide a positive sense of security and community.
- 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-10.1: Consider the building scale, form, and setbacks within the block when approving new single-family dwellings and additions to existing housing.
- Policy LU-10.4 and LU-10.6: Encourage new homes to be individually designed to integrate with the neighborhood.

City of West Hollywood Lighting Standards

Section 19.20.100, Outdoor Lighting, of the West Hollywood Municipal Code (WHMC) 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.

City of West Hollywood Setback Measurement Standards

Section 19.20.150, Setback Measurement and Projections into Yards, of the WHMC establishes standards to ensure the provision of open areas around structures for: visibility and traffic safety; access to and around structures; access to natural light, ventilation, and direct sunlight; separation of incompatible land uses; and space for landscaping, privacy, and recreation. Per the WHMC, "Where a structure wall is not parallel to a side or a rear lot line, the required dimension of the site or rear yard along the line may be averaged; provided that the resulting side yard shall not be less than three feet in width, and the rear yard shall not be less than ten feet in depth, at any point" (Section 19.20.150(C)(6)). In addition, Section 19.06.40 requires minimum setbacks as explained in Section 19.20.150.

City of West Hollywood Comprehensive Sign Program

Section 19.34.070, Comprehensive Sign Program, of the WHMC is intended to integrate the design of the signs proposed for a development project with the design of the structures, into a unified architectural statement, provide a means for defining common sign regulations for multitenant projects, encourage maximum incentive and latitude in the design and display of multiple signs, and to achieve, not circumvent, the intent of this chapter. A comprehensive sign program shall:

- comply with the purpose of this chapter, the Sign Design Guidelines, and the overall intent of this section;

- the overall development, be in harmony with, and relate visually to other signs included in the comprehensive sign program, to the structures or developments they identify, and to surrounding development;
- accommodate future revisions that may be required because of changes in use or tenants;
- comply with the standards of this chapter, except that flexibility is allowed with regard to sign area, number, location, or height to the extent that the comprehensive sign program will enhance the overall development and will more fully accomplish the purposes of this chapter.

City of West Hollywood Commercial Building Facade Standards

Section 19.10.060, Commercial Building Façade Standards, of the WHMC applies to new structures and alternations to existing structures involving a change in the level of the first story of a change in the façade at the street frontage, in all commercial zoning districts. Section 19.10.060(D) requires that building design complies with the following standards:

- At least 60 percent of the total street frontage ground floor width shall be differentiated architecturally by façade articulations.
- Parapet extensions of a storefront façade shall be incorporated and integrated into the design of the entire building on all façades and frontages.
- Clear, untinted glass shall be used at and near the street level to allow maximum visual interaction between sidewalk areas and the interior of buildings. Mirrored, reflective glass or tinted glass shall not be used except as an architectural or decorative accent
- Any decorative railings or decorative grille work that is placed in front of or behind street level windows, shall be at least 75 percent open to perpendicular view and no more than six feet in height above grade. Security gates and grilles shall not be installed on the exterior of any structures.

3.1.3 Thresholds of Significance

The significance criteria used to evaluate the project impacts to aesthetics are based on Appendix G of the CEQA Guidelines. Impacts to the following Appendix G thresholds were determined to be less than significant in the October 2016 Initial Study prepared for the proposed project:

- Would the project have a substantial adverse effect on a scenic vista?
- Would the project substantially damage scenic resources, including, but not limited to trees, rock outcroppings, and historic buildings within a state scenic highway?

The project site is located in a highly developed urban area and is surrounded on all sides by development. Intermittent views of the Hollywood Hills can be observed by motorists and pedestrians from the north-

south corridors that are formed by North Orange Grove Avenue and North Ogden Drive, which are located to the west and east of the project site, respectively. However, existing views of the Hollywood Hills are intermittent and have already been substantially compromised by existing development. Therefore, impacts of the proposed project on scenic vistas were determined to be less than significant in the October 2016 Initial Study prepared for the proposed project.

The nearest officially designated state scenic highway is a portion of State Highway 2 that extends through the San Gabriel Mountains, beginning just north of the City of La Cañada Flintridge. The portion of State Highway 2 that is officially designated as a state scenic highway is located approximately 13 miles northwest of the project site and due to the distance from designated State Scenic Highways, the proposed project site is not within the viewshed of this state scenic highway or historic parkway. Therefore, the October 2016 Initial Study prepared for the proposed project determined that no impact to state scenic highways would occur.

As previously noted, the proposed project is one of several types of projects whose aesthetic impacts shall not be considered significant impacts on the environment under CEQA, PRC Section 21099. Nevertheless, for informational purposes, this EIR includes an analysis of the project's potential aesthetic impacts based on the aesthetics thresholds in Appendix G of the CEQA Guidelines. Additionally, since publication of the Initial Study, the CEQA Guidelines have undergone a comprehensive update. Therefore, the analysis that follows relies on the updated thresholds in Appendix G of the 2019 CEQA Guidelines.

AES-1 Would the project substantially degrade the existing visual character or quality of public views of the site and surroundings? Would the project conflict with applicable zoning and other regulations governing scenic quality?

AES-2 Would the project create a new source of substantial light or glare which would adversely affect day or nighttime views in the area?

AES-3 Would the project create a new source of shade or shadow that would adversely affect shade/shadow sensitive structures or use?

Pursuant to (PRC) Section 21099, any aesthetic impacts shall not be considered significant as part of the CEQA review for the proposed project, nevertheless, as demonstrated in Section 3.1.4, the aesthetic impacts of the proposed project would be less than significant.

Methodology

Due to the location of the site and the scale of the proposed hotel and residential units, 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, and of businesses located in the commercial center to the west of the project site and other commercial corridors

in the area, pedestrians and motorists passing the project site, as well as local residents in neighborhoods located around the project site and individuals attending the Fountain Day School directly to the north of the project site. 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 as follows.

- Employees and patrons of businesses lining Santa Monica Boulevard, businesses located in the commercial center to the west of the project site, 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, Fairfax Avenue, Orange Grove Avenue, and Ogden 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 Fairfax Avenue, as well as Santa Monica Boulevard and Genesee Avenue to the east, may slightly prolong the duration of available views to the project site afforded to passing motorists and pedestrians. However, views of the project site from the intersection of Santa Monica Boulevard and Fairfax Avenue are largely obstructed by mature trees lining the commercial corridor. Views from both intersections would generally remain fleeting.
- Due to the presence of existing residential development and landscaping (i.e., mature trees) lining the Ogden Drive, residents located to the north of the project site 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 project would occupy would be presented with partially obstructed views of the structure once construction of the proposed project is complete. In addition, Fountain Day School is present immediately to the north of the project site. Due to the short distance to the project site, and the height of the proposed structure, Fountain Day School would be afforded unobstructed views of the project site. While partially obstructed views would be available to residents (orientation and the presence of intervening features would ultimately determine the availability of views), views would be relatively distant and would include surrounding elements of the urban environment. Therefore, the sensitivity of residential users is considered low to moderate, while the sensitivity of Fountain Day School users is considered 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 the proposed structure 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 project 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 project to create shade/shadow that would be projected to surrounding buildings and areas. A series of digital building models of the proposed project 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.

3.1.4 Impacts Analysis

***Threshold AES-1*: Would the project substantially degrade the existing visual character or quality of public views of the site and its surroundings? Would the project conflict with applicable zoning and other regulations governing scenic quality?**

Construction

Construction of the proposed project would involve the demolition of the existing 10,000 square foot one-story commercial building on the existing 7811 Santa Monica Boulevard parcel, the parking lot adjacent to the commercial building, the parking lot currently leased by the City located along Orange Grove Avenue, and the multifamily unit located on the parcel along Ogden Drive, as well as two existing ornamental trees (one on Santa Monica Boulevard and one on Ogden Drive). Site preparation would involve grading of the project site and excavation of the two-level subterranean parking garage in preparation for building construction. Building construction is expected to include a variety of equipment, including forklifts, tractors, loaders, backhoes, welders, aerial lifts, and skid steer loaders.

Existing views of the project site would be altered during the construction phase. One commercial building and two residential buildings and their corresponding mass, scale, and architectural design elements would be demolished. The two surface parking lots at the project site would also be demolished. Such changes in the existing project site would alter its visual character. 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 demolition of the existing gym building would be partially screened by commercial buildings of similar scale located to the immediate west and east of the project site that would not be altered by the project. Similarly, although the removal of the residential uses from the northeast corner of the project site would be adjacent to residential uses along Ogden Drive, passing motorists, pedestrians, and employees along Santa Monica Boulevard are not likely to notice these demolition activities due to intervening commercial buildings. Motorists, pedestrians, and motorists along Ogden Drive are likely to be afforded brief duration views as the pass along the project site. In addition, excavation and grading activities would 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. Construction would also involve the removal of one existing ornamental tree located along Santa Monica Boulevard and one existing ornamental tree on Ogden Drive. Two existing ornamental trees located along Santa Monica Boulevard would remain. Although visual impacts from removal of two trees would be minimal, it could contribute to the temporality 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.

As previously discussed, 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 would appear similar to other transitioning construction sites in urban West Hollywood. The removal of the commercial and residential buildings and their corresponding mass, scale, and 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. In addition, and as discussed in greater detail as follows, the City of West Hollywood is marked by development and buildings of varying mass, scale, and architectural design character including buildings in the project area displaying similar characteristics as the proposed project.

Operations

General Visual Character

The applicant proposes to construct several mixed-use structures of approximately 214,483 square feet (sf) total with a maximum height of 71.5 feet. A conceptual site plan is included on Chapter 2, Figure 2-7.

The proposed project would include approximately 63,104 sf of hotel and commercial space with a total of 86 hotel rooms, 62,750 sf of residential space, 14,368 sf of common area, and 75,483 sf of parking area (175 parking spaces). The building heights of the proposed project would range up to six stories above ground, up to 71.5 feet above grade in certain areas, with two subterranean levels of parking. The structure would consist of a 86-room hotel, a restaurant, 70 residential units, and an art gallery. Street level uses would include an art gallery, an outdoor common area fronting Orange Grove Avenue, and a restaurant fronting Santa Monica Boulevard. Ogden Drive frontage at the street level would include a landscaped area, as well as a proposed fenced that would be 72-inches in height and 50% transparent, and would comply with WHMC requirements. Along Ogden Drive, the project would have a maximum height of 45 feet with a total of four stories.

Elevations of the proposed project are included in Chapter 2, Figures 2-8 through 2-11. As shown on the elevations, the building design would also incorporate step backs, architectural design features, and articulations so that the highest portions of the structure are set back from Ogden Drive, making the project compatible with the adjacent lower-scale residential uses along Ogden Drive. Façade articulation including smooth finish arches, differentiated wall surfaces, offset planes, and varied materials would provide visual detail and create interest for pedestrians along Santa Monica Boulevard and Orange Grove Avenue. New building materials would generally include plaster, concrete, bronze panels, board-formed concrete, wood, aluminum, and low-e vision glass. The project would use durable exterior finishes (90% of exterior area), including integral-color or uncolored unpainted stucco, fiber-cement panels or siding, metal panels or siding, composite wood panel, glass, and other similar durable finishes. The contemporary architectural style and pedestrian orientation of street level spaces of the proposed project would be consistent with the existing mix of architectural styles and the pedestrian-oriented corridor on Santa Monica Boulevard. In addition, the proposed project would be compatible with the variety or restaurants, retail, and entertainment businesses along Santa Monica Boulevard. Furthermore, larger-scale buildings exist in the surrounding area. Fairfax Tower Apartments is located on Fairfax Avenue to the northeast of the project site and is intermixed among lower-scale residential structures, commercial buildings, and surface parking lots. The resulting contrasts in scale and massing contribute to, and are consistent with, the existing visual character of West Hollywood.

The proposed project would involve 5,649 sf of landscaping on five of the six levels of the building as well as the roof. The project would be landscaped with climate-appropriate, drought-tolerant and native plants. At the street level, trees, large shrubs, perennials and grasses, and succulents would be installed adjacent to the public right-of way along Santa Monica Boulevard and Orange Grove Avenue. The landscaping design would incorporate two existing trees and several additional trees at the ground level (two on N. Orange Grove, in planters on the private patios), as well as additional specimen trees (aloes) in the pool deck area at level 6. Planters and green roofs would be installed along the north side of the residential units as well as in the courtyard on level 4 and the pool deck on level 6. The proposed project would also implement an extensive vegetated roof that would include overhead vine trellis, raised planters, a small ornamental shade tree, as well as a multitextures synthetic turf field.

Visual Simulations

To illustrate the change in existing views that would result from implementation of the proposed project, five 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 January 2017, and with these photographs, five conceptual visual simulations were prepared. Visual simulations show the potential changes to existing views as a result of project implementation and compare these views to existing conditions. The five view locations are shown in Figure 3.1-4, Location of Key Views. Existing conditions photographs along with the visual simulations with post-project conditions are shown on Figures 3.1-5 through 3.1-9. Existing conditions and changes to views are described by view location as follows.

View 1: Looking west towards the project site from the Santa Monica Boulevard/Genesee Avenue intersection

Figure 3.1-5 depicts the existing visual conditions of the project site and the surrounding area as viewed from the northeast corner of Santa Monica Boulevard and Genesee Avenue. View orientation is to the north-northwest across the intersection and towards Santa Monica Boulevard and the adjacent Executive Car Leasing commercial structure. View 1 is located approximately 600 feet east of the project site (see Figure 3.1-4, Location of Key Views). As shown on Figure 3.1-5, 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 signage and a few trees exceeding the height of the one-story structures. Traffic signals and street lights of similar height add tall and narrow forms to the scene. The horizontal line created by the roofline of the proposed structure is just visible beyond the Executive Car Leasing commercial structure.

As shown in Figure 3.1-5, the proposed project would be fairly visually prominent from View 1. Both the height and mass of the six-story structure fronting Santa Monica Boulevard would be apparent to passing motorists, pedestrians, and employees and patrons of commercial retail and restaurants lining Santa Monica Boulevard. The structure would be noticeably taller than the existing one-story structure and existing single-story commercial buildings visible from View 1. However, the boxy, rectangular form of the proposed structure, lightly colored exterior, and vertical and horizontal lines displayed by the proposed structure would be consistent with the form, line, and color of the existing commercial and residential structures observed along Santa Monica Boulevard from this vantage point. In addition, the proposed project would activate visual interest from this vantage point. For instance, vegetation would be installed on the building facades that would break up the mass of the structure. As such, the proposed project would not substantially degrade the visual character or quality of the site and the surrounding urban environment as viewed from this vantage point. Instead, the project would provide an added visual interest consistent with the general visual character along Santa Monica Boulevard.

View 2: Looking east towards the project site from the Santa Monica Boulevard/Fairfax Avenue intersection

Figure 3.1-6 depicts the existing visual conditions of the project site and surrounding area as viewed from the southwest corner of Santa Monica Boulevard and Fairfax Avenue. View orientation is to the north-northeast across the intersection towards the Whole Foods shopping center and Santa Monica Boulevard. View 2 is located approximately 570 feet southwest from the project site (see Figure 3.1-4, Location of Key Views). As shown in Figure 3.1-6, 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, and dense ornamental trees alongside Santa Monica Boulevard. Traffic signals and street lamps add tall and narrow forms to the scene. Due to intervening elements, existing buildings on the project site are obstructed from view at View 2.

As shown in Figure 3.1-6, the west-facing side of the proposed project would be largely screened from view by intervening street trees installed on Santa Monica Boulevard. Despite being partially screened, the rectangular, geometric forms dotting the exterior of the proposed structure would be apparent to pedestrians along Santa Monica Boulevard and Fairfax Avenue. Although largely obstructed from this vantage point, the proposed project would contribute scale and mass to previously unoccupied airspace and, as a result, would partially define the eastern skyline. In addition to the west-facing exterior of the proposed project, the south-facing exterior fronting Santa Monica Boulevard would also be visible. However, due to the screening effect and scale of existing street and parking lot trees, the scale and mass of the building would not be out of character in the existing scene. In addition, an eight-story residential building, Fairfax Tower Apartments, is present to the west of this vantage point along Fairfax Avenue (not depicted in Figure 3.1-6). The

structure is rectangular in form and displays vertical and horizontal lines. The structure establishes large building mass and scale in the area and defines the skyline from the west of this vantage point. Thus, the mass and scale of the proposed structure is consistent with the mass and scale of the existing Fairfax Tower Apartments structure. In addition, the rectangular form and primarily straight, vertical and horizontal lines displayed by the proposed project would be consistent with the form and line of the existing adjacent commercial structures in the shopping plaza visible from this vantage point. Further, the proposed project would incorporate facades plantings partially obstructing expanses of the west- and south- facing building exterior from view. These landscaping elements would synthesize with the existing ornamental trees alongside Santa Monica Boulevard. As a result, the proposed project would not substantially degrade the visual character or quality of the site and the surrounding urban environment as viewed from this vantage point.

View 3: Looking south towards the project site from Orange Grove Avenue

The existing visual conditions and the existing setting as viewed from 1147 Orange Grove Avenue is depicted on Figure 3.1-7. View 3 is located approximately 200 feet north of the project site (see Figure 3.1-4, Location of Key Views) and view orientation is south-southwest along the primarily residential Orange Grove Avenue. Street parking is permitted along Orange Grove Avenue and ornamental trees have been planted on both east and west sides of the street. The yellow, two-story structures on the Fountain Day School property and the north- and east-facing brick exterior of the Whole Foods building are visible from View 3. As shown on Figure 3.1-7, the view afforded to motorists, pedestrians, and residents of Orange Grove Avenue is characterized by an asphalt street and wide asphalt sidewalks, episodic ornamental trees, and parked vehicles on both sides of the street.

As shown on Figure 3.1-7, a portion of both the east and north facing sides of the proposed project would be visible, but the majority of the structure would be screened from view by a cluster of tall trees located to the southeast. The proposed structure would be noticeably taller than the yellow, two-story building on the Fountain Day School property but would display a rectangular form and exteriors would feature step backs and windows. The increase in height across the project site would be visible from View 3, and the proposed project would create moderate scale contrast when viewed alongside existing two-story structures adjacent to the project site. The building's mass would largely be obstructed from view due to the presence of large, intervening elements (i.e., trees) and development on the Fountain Day School property. As a result, and due to the similar rectangular form between the existing and proposed structure, the proposed project would not substantially degrade the visual character of the site and the surrounding urban environment as viewed from this vantage point.

View 4: Looking south towards the project site from Ogden Drive

Figure 3.1-8 depicts the existing visual conditions of the project site and surrounding area as viewed by pedestrians located near 1160 North Ogden Drive. View orientation is south-southwest and towards the project site, which is located approximately 500 feet northwest of the project site (see Figure 3.1-4, Location of Key Views). Views afforded to pedestrians and residents at this location are characterized by the wide asphalt street and sidewalks, existing two-story residential structures, and street trees that line Ogden Drive. As viewed on Figure 3.1-8, street parking is permitted along Ogden Drive.

As viewed from View 4, the east-facing, two-story façade of the proposed residential structure would be largely obscured from view due to the presence of mature street trees. Additional stories of the residential structure would be setback from Ogden Drive to provide consistency with the surrounding one- to two-story Ogden Drive fronting residential structures. The project would comply with WHMC Section 19.20.150(c)(5) by providing a 7-foot setback from Ogden Drive. Because the project would be largely screened from view, and where visible, the east elevation of the structure would generally mimic the scale of existing one- to two-story residential development along Ogden Drive, the proposed project would not substantially degrade the visual character or quality of the site and the surrounding urban environment as viewed from this location.

View 5: Looking north towards the project site from Ogden Drive

Figure 3.1-9 depicts the existing visual condition of the project site and surrounding area as viewed by pedestrians located near 1046 North Ogden Drive. View orientation is north-northwest and towards the project side, which is located approximately 400 feet southwest of the project site. Street parking is permitted along Ogden Drive and trees have been planted along the sidewalks lining the street. Two existing residential buildings can be seen from this vantage point, varying from one to two stories. In addition, an existing one-story commercial building adjacent to the project site is visible but partially obstructed by parked vehicles and ornamental trees. An additional two-story commercial building located south of the project site and south of Santa Monica Boulevard can be viewed from this vantage point.

As shown on Figure 3.1-9, the south facing façade of the proposed project would be visible from this vantage point and would alter the existing available views, yet create interest for pedestrians along Ogden Drive through differentiated wall surfaces, offset planes and geometric shapes, and varied materials and colors. The increase in height and scale across the project site would be evident from the View 5 location; however, three of the six stories of the proposed structure would be partially obstructed by an existing structure. As shown on Figure 3.1-9, a two-story commercial building located south of the project site displays a similar blocky form and primarily gray colored exterior; this feature would obscure nearly half of the proposed project from view at View 5. The

proposed structure would contribute scale, mass, and irregular, square and rectangular windows and recessed openings, a scene currently comprised of one- to three-story structures with lightly colored exteriors and irregular, square and rectangular windows. Thus, while the proposed six-story structure would be taller than existing buildings present in the view, resulting scale contrast would be moderately low due to the presence of two- and three-story structures exhibiting similar boxy forms, horizontal lines, and lightly colored exteriors. As a result, the proposed project would not substantially degrade the visual character or quality of the site and the surrounding urban environment as viewed from this vantage point.

Summary

The surrounding area of the project site is occupied by commercial and residential uses. While the scale and mass of the proposed project would be larger than existing on-site buildings and structures in the immediate surrounding area, the proposed project is located in a densely populated, urban and residential environment. The visual character and commercial development in the area is diverse; the surrounding buildings are largely one to two stories in height, with one eight story residential building to the northeast of the project site and north of the existing Whole Foods shopping center. Therefore, while the proposed project would create visible contrast in height, mass, and materiality when viewed alongside existing commercial retail shops and residential structures along Santa Monica Boulevard, Fairfax Avenue, and Orange Grove Avenue, similar contrasts occur in the surrounding landscape. As previously detailed, the visual contrast in scale and mass between the proposed project and existing structures and streetscape would be most apparent from View 3 and View 5. While the noticeably taller height and seemingly wide mass of the proposed project 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. As such, the style and visual character of the project is consistent with that of the existing neighborhood.

Further, the proposed project is located in the City's Santa Monica/Fairfax Transit District Commercial Sub-area. According to the General Plan, the area supports a significant number of transit routes and transfer points. The area is also "characterized by service and retail businesses oriented to the local community, including a number of Russian-oriented businesses (City of West Hollywood 2011)." The proposed project would be consistent with the neighborhood as characterized in City's General Plan. There are no known conflicts with applicable zoning or other regulations governing scenic quality. Several transit routes and transfer points are located within this area, and the area contains service and retail businesses generally oriented to the local community. Santa Monica Boulevard, in its entirety, is designated Pedestrian Destination Street, indicating that is a popular location for walking to shops and restaurants and for a walkable nightlife scene (City of West Hollywood 2011).

Shade and Shadows

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 project 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 analysis, 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 was 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. 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 moves 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 3.1-10 through 3.1-13.

Summer Solstice

Shadow lengths and projections at various times on the summer solstice are depicted on Figure 3.1-10. As shown on the figure, shadows cast by the proposed project during the summer would be shorter than those in the winter and would fall on the project site, as well as on the two western-most residential structures sandwiched between the project site and an existing commercial building along Ogden Drive (during afternoon hours), Orange Grove Avenue (during morning hours), a small portion of the two commercial structure to the west of the proposed project (during morning hours), and on a small portion of Ogden Drive (during afternoon hours). In accordance with Section 21099 of the Public Resources Code, for qualified projects in a transit area zone as defined by this section, aesthetic impacts cannot be considered significant, and therefore, this analysis makes no judgment of the significance of any possible impacts under CEQA.

Fall and Spring Equinoxes

Figures 3.1-11 and 3.1-12 depict the shadows that would be cast by the proposed project in the fall and spring, respectively. The depictions of project-generated shadows represent the median shade/shadow that would result from implementation of the proposed project. As shown on the figures, portions of Orange Grove Avenue, adjacent commercial structures located immediately to the east and west of the project site along Santa Monica Boulevard and the two western-most residential structures between the project site and the existing commercial building along Ogden Avenue may be shaded for a few hours during the fall and spring. The duration of any new shadows would be limited to the late afternoon hours when shadow impacts are least noticeable. In accordance with Section 21099 of the Public Resources Code, for qualified projects in a transit area zone as defined by this section, aesthetic impacts cannot be considered significant, and therefore, this analysis makes no judgment of the significance of any possible impacts under CEQA.

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 3.1-13, shadows generated by the proposed structures at 9:00 a.m. would be cast to the northeast on the project site, on the two western-most residential structures sandwiched between the project site and an existing commercial building along Ogden Drive, and a portion of the existing commercial structure to the east of the project site on Santa Monica Boulevard. By 12:00 p.m., the shadow cast by the proposed project would increase in length and transfer north. At this time, the proposed project would shade the two western-most residential structures sandwiched between the project site and an existing commercial building along Ogden Drive, the Fountain Day School located to the northwest of the project site, as well as the western portion of the existing residential structure to the northeast of the project site. At 3:00 p.m., shadows cast by the project would be extended further and spread northeast to incorporate all residential structures between the project site and an existing commercial building along Ogden Drive, the northwestern portion of the adjacent commercial building on Santa Monica Boulevard, most of Fountain Day School as well as the residential structure to the north of the school. While these uses would be shaded for several hours during the winter solstice, this represents a worst-case scenario. These uses would be in shadows for a limited amount of time during the year. In accordance with Section 21099 of the Public Resources Code, for qualified projects in a transit area zone as defined by this section, aesthetic impacts cannot be considered significant, and therefore, this analysis makes no judgment of the significance of any possible impacts under CEQA.

Therefore, while the proposed project would create visible contrast in height, mass, and materiality when viewed alongside existing commercial retail shops and residential structures along Santa Monica Boulevard, Fairfax Avenue, and Orange Grove Avenue, the proposed project would be

consistent with the mix of commercial and residential structures surrounding the project site and would improve the walkability and transit oriented environment characterized by the General Plan. In accordance with Section 21099 of the Public Resources Code, for qualified projects in a transit area zone as defined by this section, aesthetic impacts cannot be considered significant, and therefore, this analysis makes no judgment of the significance of any possible impacts under CEQA.

***Threshold AES-2:* Would the project create a new source of substantial light or glare which would adversely affect day or nighttime views in the area?**

Construction

Construction would occur from 8:00 a.m. to 7:00 p.m., Monday through Friday and 8:00 a.m. to 7:00 p.m. on Saturday (interior construction only). No construction would occur on Sundays or holidays, as specified in the WHMC Section 9.08.050.f. As such, lighting from construction of the proposed project would not generate substantial light during nighttime hours that could illuminate adjacent land uses and adversely affect nighttime views. In addition, the project site is located in an urban environment. Surrounding land uses are regularly subject to lighting sources typical of a nighttime environment, including lighting from the adjacent commercial, residential, roadway, and parking lot uses. As such, the lighting emitted during construction would not result in substantial changes to existing nighttime light conditions or interfere with off-site activities. In accordance with Section 21099 of the Public Resources Code, for qualified projects in a transit area zone as defined by this section, aesthetic impacts cannot be considered significant, and therefore, this analysis makes no judgment of the significance of any possible impacts under CEQA.

Operations

Lighting

The existing commercial buildings, residential buildings, and surface parking lots on the project site have nighttime building lighting and security lighting. Primary sources of light at the project site include lighting associated with existing commercial and residential buildings and surface parking lots including building mounted lighting, parking lot lamps, and headlights from vehicles in the surface parking lots.

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
- Interior and exterior lighting from hotel and residential units, restaurant, and art gallery lighting
- Decorative planter box lighting
- General decorative lighting and illuminated signage

- Recessed down lights
- Lighting from balconies, decks, and the rooftop pool area

In accordance with the WHMC, outdoor lighting shall be designed to prevent glare, light trespass, and sky glow as much as possible. All exterior lighting would be appropriately shielded and directed away from public rights-of-way in compliance with Section 19.20.100 of the WHMC. Further, all signage would be designed in compliance with a Comprehensive Sign Program consistent with Section 19.34.070 of the WHMC. No digital signs, billboards, or other off-site signs are proposed for this project. Because the proposed project would comply with the WHMC requirements and the types of lighting would be consistent with other commercial uses along Santa Monica Boulevard and residential uses along Ogden Drive and Orange Grove Avenue, the project would not create a substantial source of light which would adversely affect nighttime views in the area. In accordance with Section 21099 of the Public Resources Code, for qualified projects in a transit area zone as defined by this section, aesthetic impacts cannot be considered significant, and therefore, this analysis makes no judgment of the significance of any possible impacts under CEQA.

Glare

The proposed project would have the potential to result in additional sources of glare relative to buildings that already exist at the project site due to the increase of uses of reflective materials including glass in windows, decorative aluminum, bronze panels for window articulations, and minimal use of metal at the roof level. 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 for solar water heating. Low-e vision clear glass would be used for the windows to minimize the potential for glare received off site. The proposed project would be required to comply with WHMC Section 19.10.060 regarding the use of reflective materials. Section 19.10.060(D)(3) states that mirrored, reflective glass or tinted glass shall not be used except as an architectural or decorative accent. As such, where mirrored, reflective glass is used, it would generally be recessed and shielded by façade articulations, compliant with Section 19.10.060(D)(3) of the WHMC. In addition, Section 19.10.060(D)(3) requires that glass on the façade at and near the street level be clear and un-tinted. The proposed project would ensure compliance with this City regulation by incorporating clear, un-tinted glass at the street level commercial uses and along the façade. The use of aluminum is proposed but would be incorporated minimally as a decorative feature and would not be a prominent building material. The future installation of a photovoltaic system on roof locations is not anticipated to generate glare that would adversely affect daytime views. The use of metal would be incorporated minimally, as part of equipment enclosures on the roof and at the roof portion of level 5. Thus, metal would not be a prominent building material, and the small amount that is proposed would generally be obstructed from nearby receptors since the structure is designed to hide these enclosures from the view of the

public. The proposed project would comply with the WHMC requirements. In accordance with Section 21099 of the Public Resources Code, for qualified projects in a transit area zone as defined by this section, aesthetic impacts cannot be considered significant, and therefore, this analysis makes no judgment of the significance of any possible impacts under CEQA.

3.1.5 Mitigation Measures

The project would adhere to and implement the WHMC requirements for lighting. In accordance with Section 21099 of the Public Resources Code, for qualified projects in a transit area zone as defined by this section, aesthetic impacts cannot be considered significant and, therefore, this analysis makes no recommendation for mitigation measures.

3.1.6 Level of Significance After Mitigation

The project would adhere to and implement the WHMC requirements for lighting. In accordance with Section 21099 of the Public Resources Code, for qualified projects in a transit area zone as defined by this section, aesthetic impacts cannot be considered significant and, therefore, this analysis makes no recommendation for mitigation measures.

3.1.7 References Cited

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

City of West Hollywood Municipal Code. Title 19, Zoning Ordinance. Accessed at https://qcode.us/codes/westhollywood/?view=desktop&topic=19-19_3-19_36-19_36_100.

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FIGURE 3.1-1

Existing Conditions: North View along Santa Monica Boulevard

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SOURCE: Google 2019

FIGURE 3.1-2

Existing Conditions: East View along Orange Grove Avenue

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SOURCE: Google 2019

FIGURE 3.1-3

Existing Conditions: West View along Ogden Drive

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SOURCE: Bing Imagery, 2016.

FIGURE 3.1-4

Location of Key Views

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ABOVE: Existing Conditions

BELOW: Visual Simulation

SOURCE: R&A, 2017

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FIGURE 3.1-5

Key View 1: View looking west towards the project site from the Santa Monica Boulevard/Genesee Avenue intersection

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ABOVE: Existing Conditions

BELOW: Visual Simulation

SOURCE: R&A, 2017

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FIGURE 3.1-6

Key View 2: View looking East towards the project site from the Santa Monica Boulevard/Fairfax Avenue intersection

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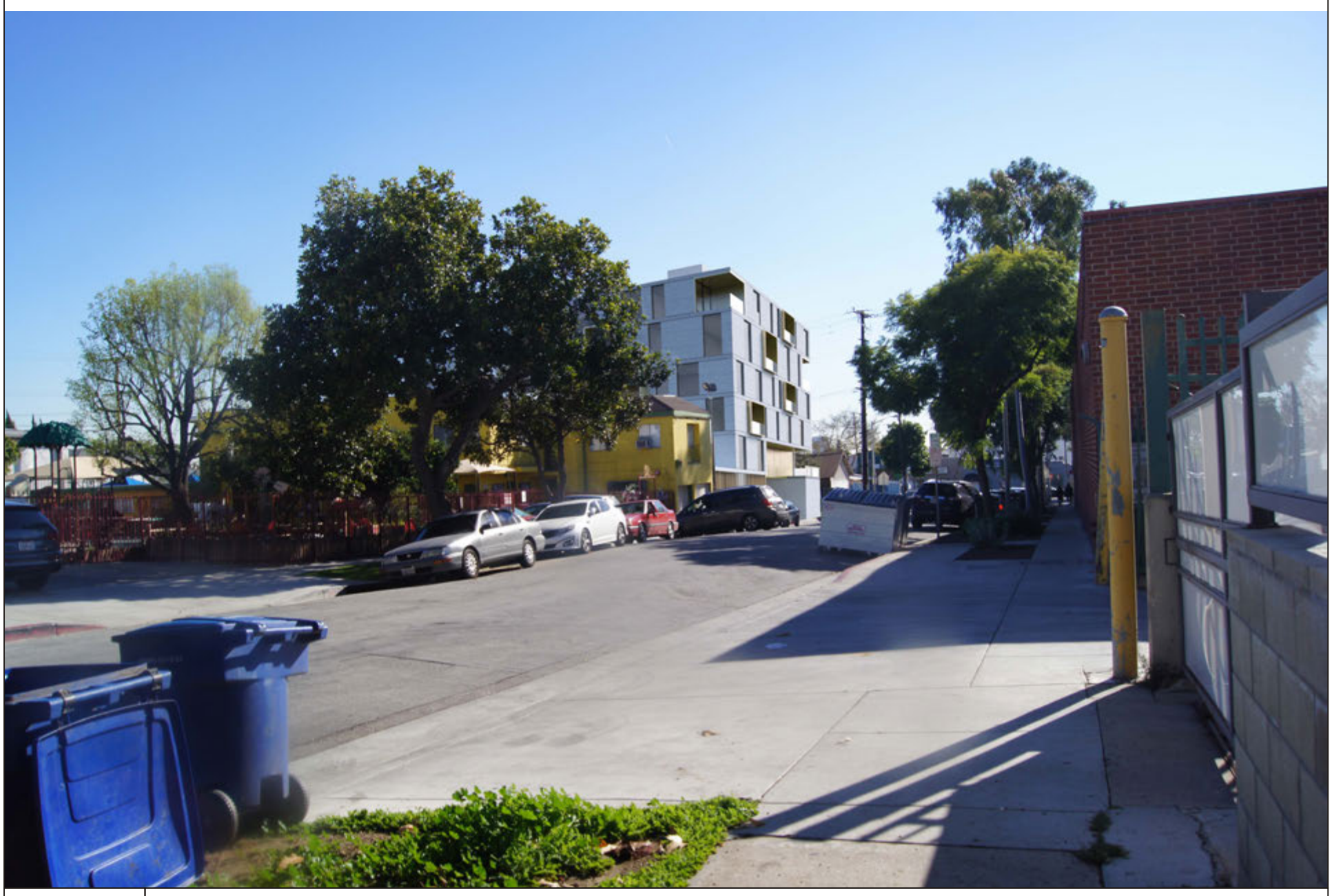
ABOVE: Existing Conditions

BELOW: Visual Simulation



SOURCE: R&A, 2017

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FIGURE 3.1-7

Key View 3: View looking South towards the project site from Orange Grove Avenue

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ABOVE: Existing Conditions

BELOW: Visual Simulation

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SOURCE: R&A, 2017

FIGURE 3.1-8

Key View 4: View looking South towards the project site from Ogden Drive

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ABOVE: Existing Conditions

BELOW: Visual Simulation

SOURCE: R&A, 2017

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FIGURE 3.1-9

Key View 5: View looking North towards the project site from Ogden Drive

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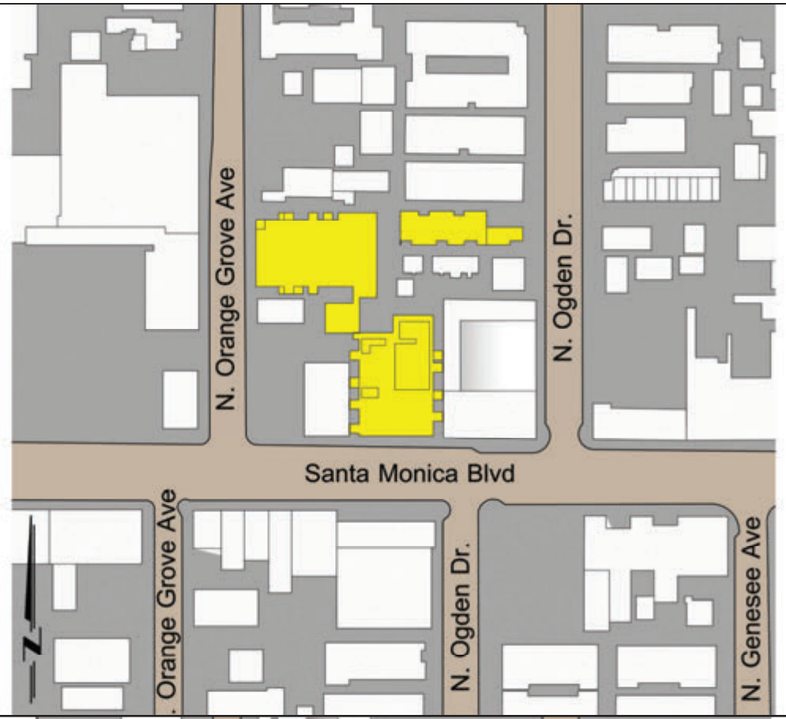

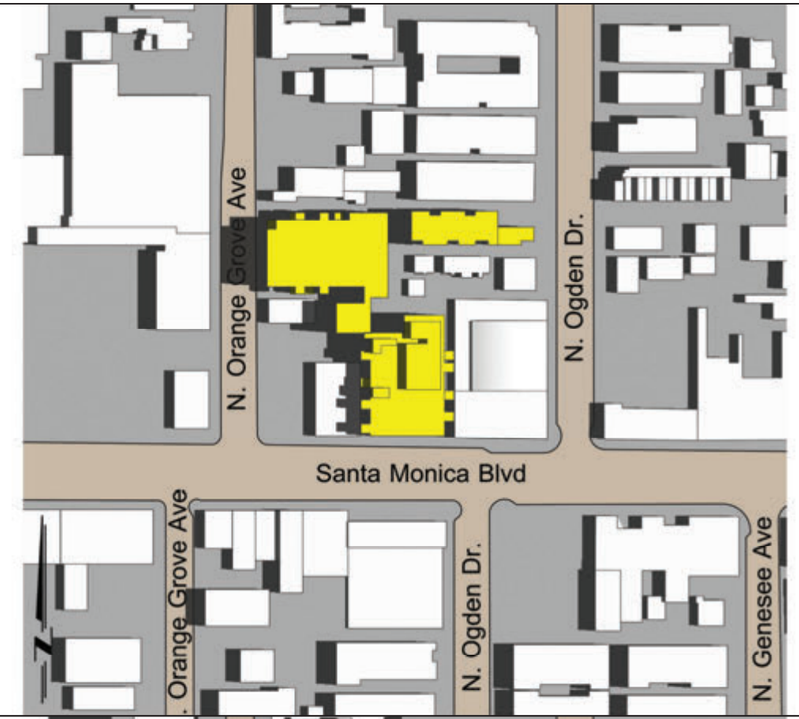

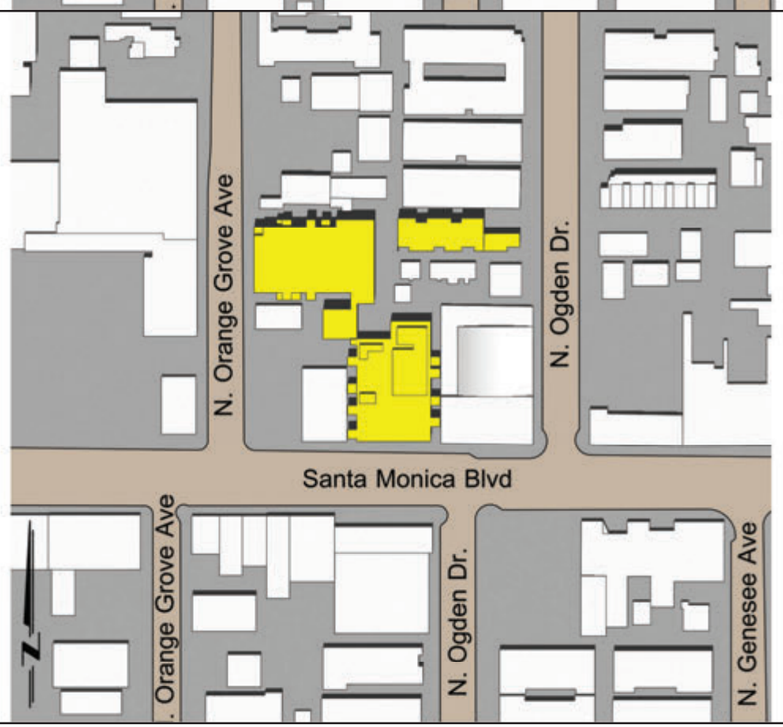

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FIGURE 3.1-10

Shade/Shadow Analysis - Summer Solstice

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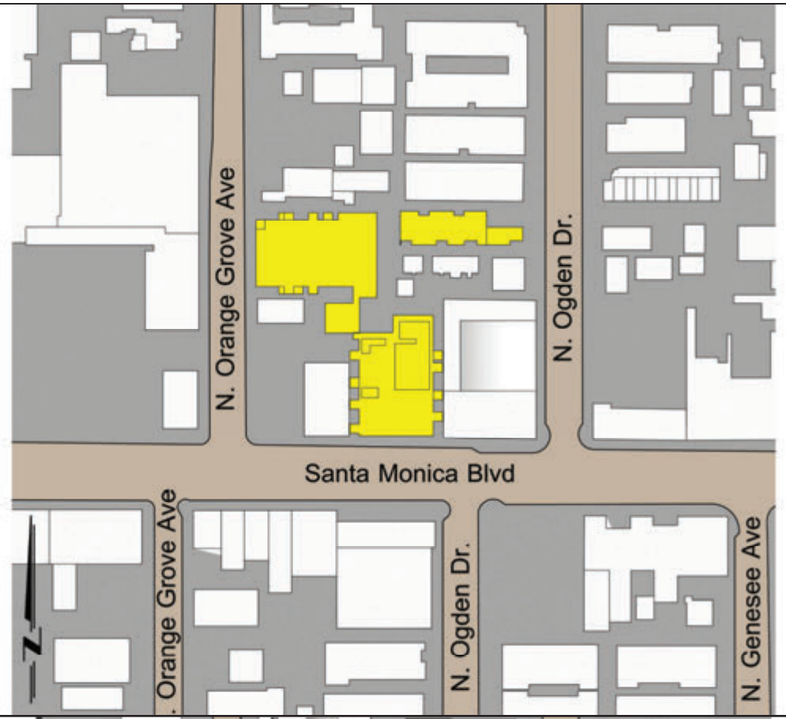

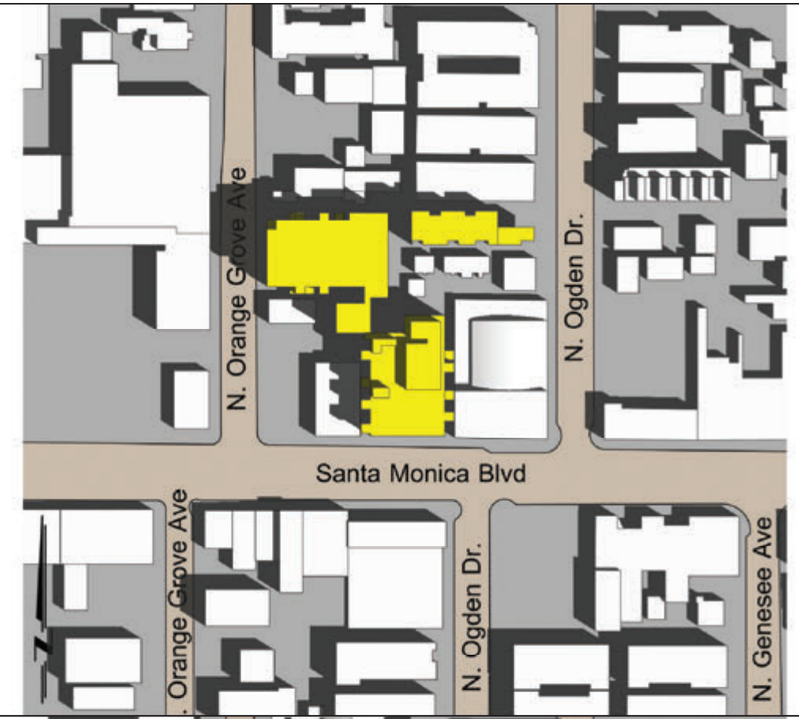

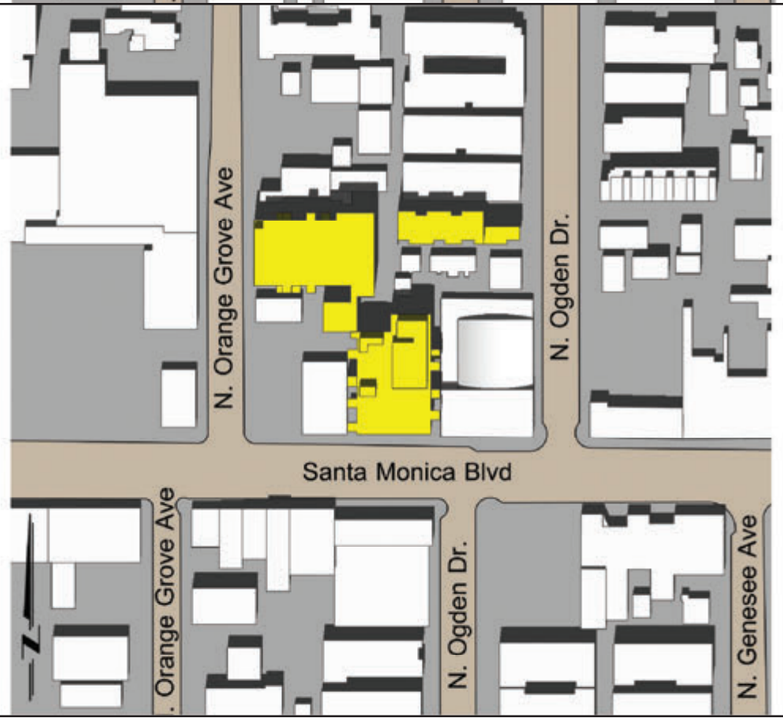

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FIGURE 3.1-11

Shade/Shadow Analysis - Fall Equinox

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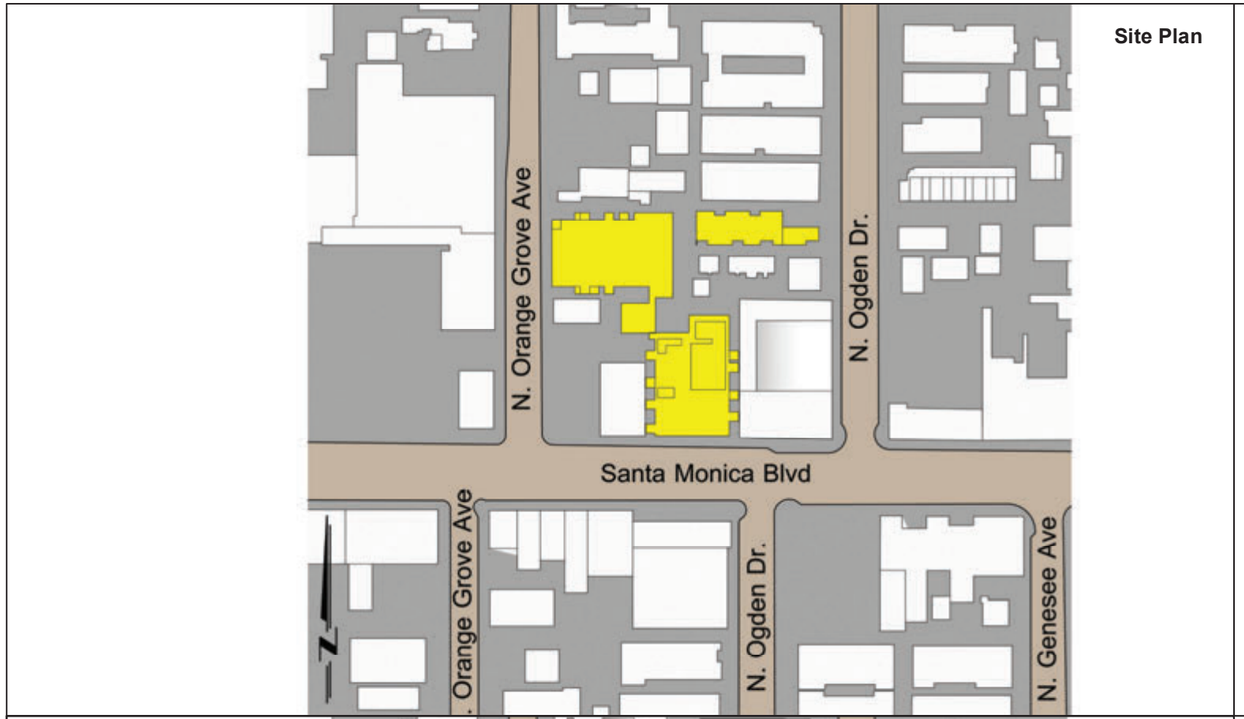

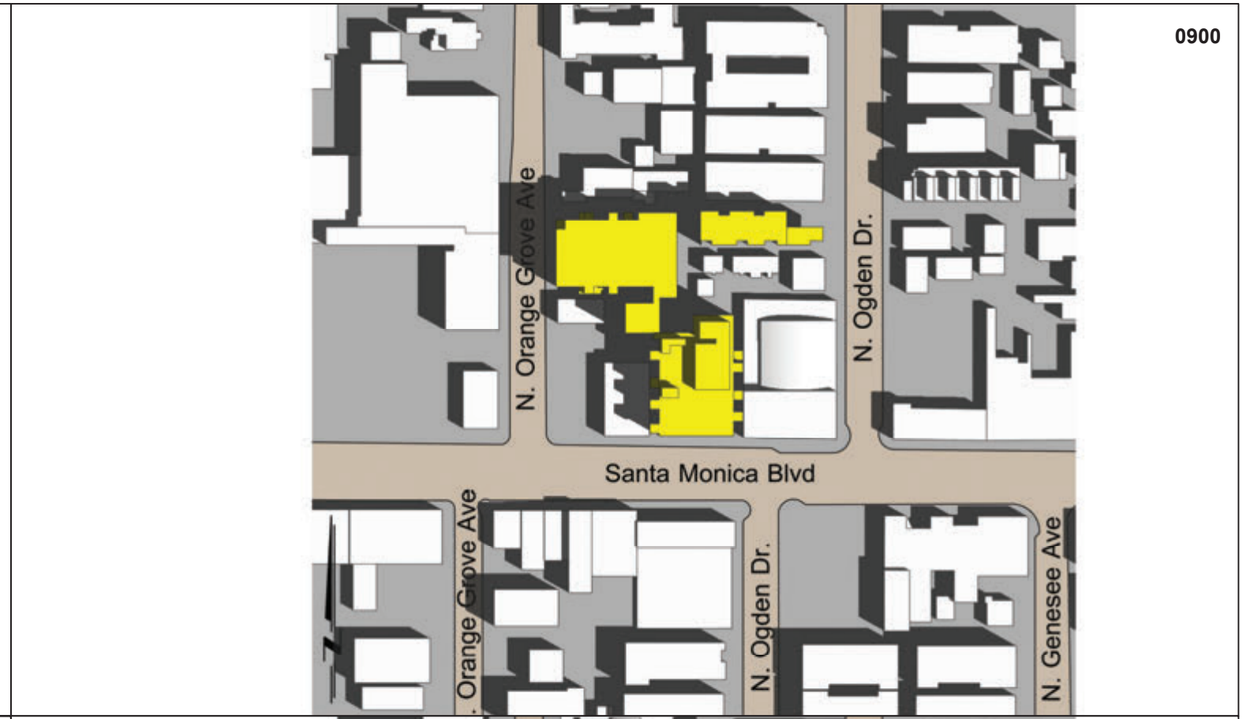

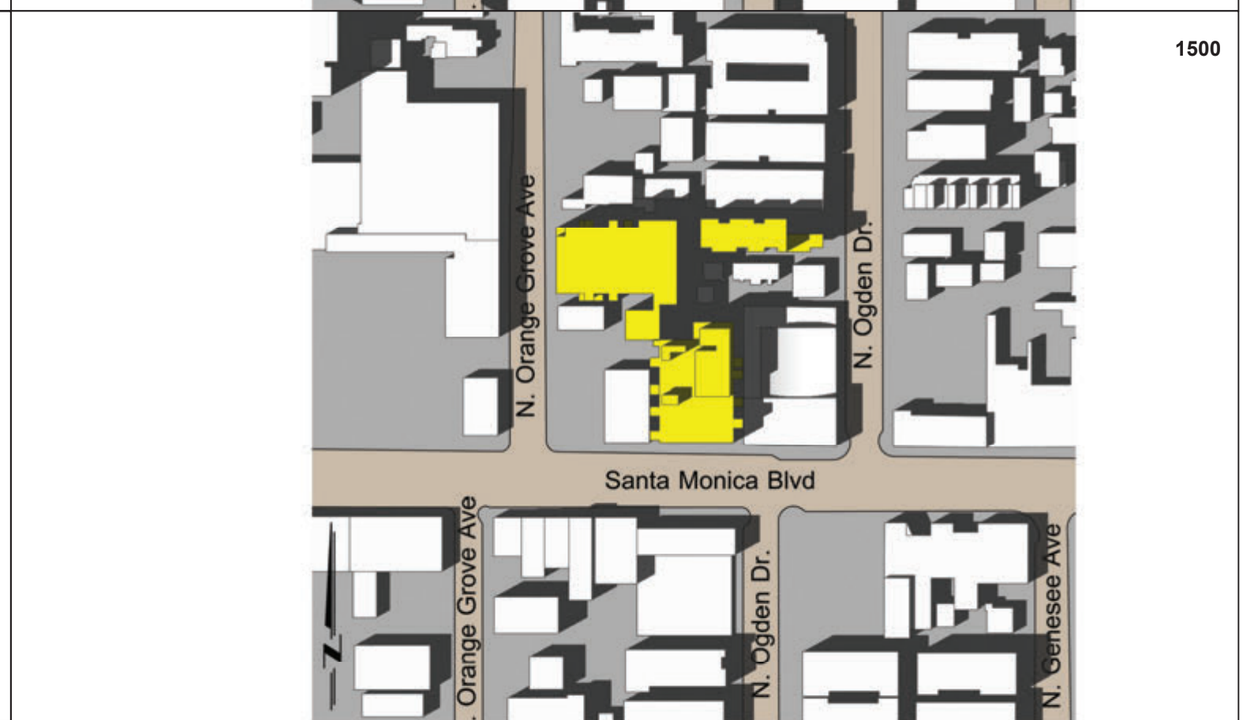

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FIGURE 3.1-12

Shade/Shadow Analysis - Spring Equinox

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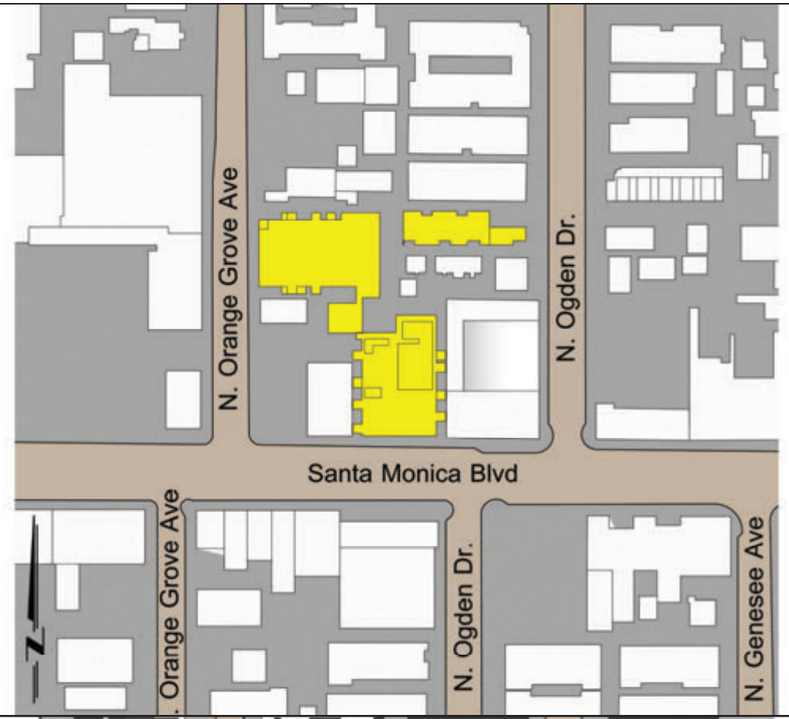

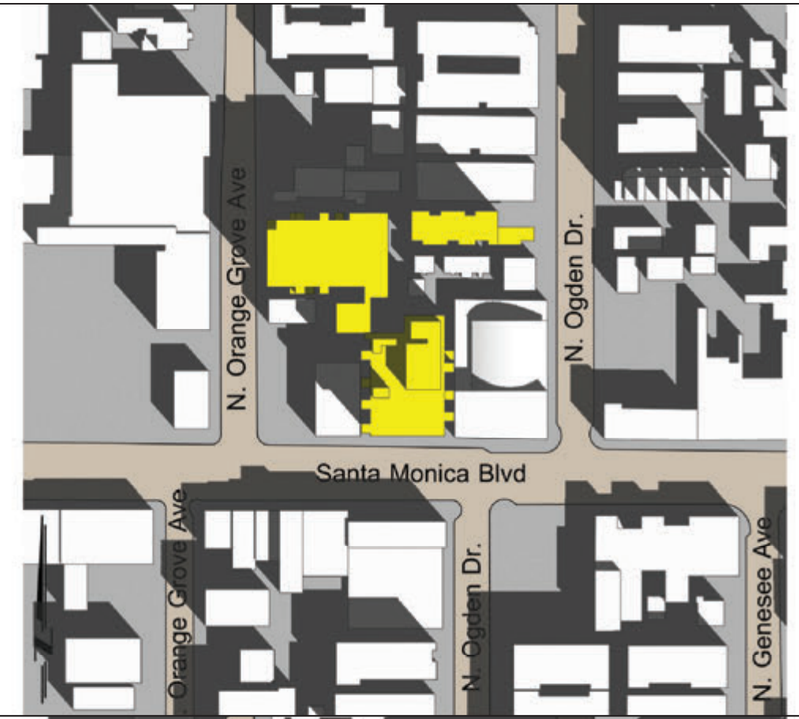

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FIGURE 3.1-13

Shade/Shadow Analysis - Winter Solstice

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