IV. Environmental Impact Analysis

IV. Environmental Impact Analysis

A. Aesthetics, Views, Light, and Glare

1. Introduction

This section analyzes the Project's potential impacts on aesthetics, views, light, and glare. A brief description of each of these environmental issues is provided below.

a. Aesthetics

Aesthetics refers to the overall visual quality of an area. The analysis of aesthetics focuses on the Project's visual relationship with existing and planned land uses in the Project area. The analysis considers qualities related to visual character, such as density, massing, setbacks, color, and the general composition of aesthetic features, as well as the relationships between these elements. The analysis also considers both natural and man-made/urban features with aesthetic value. The potential adverse visual quality impacts considered within the analysis include the loss of existing features of aesthetic value and the introduction of contrasting features that contribute to a decline in overall visual character (e.g., the introduction of contrasting features that overpower familiar features, eliminate context or associations with history, or create visual incompatibility where there may have been apparent efforts to maintain or promote a thematic or consistent character).

b. Views

The analysis of views assesses the Project's potential impacts on visual access to valued visual resources (e.g., mountain ranges, historic buildings, etc.). The analysis considers the Project's distance from valued visual resources, the topography of the Project area, and existing view obstructions. The analysis considers focal views (i.e., views of a particular object, scene, setting, or feature of visual interest) and panoramic views or vistas (i.e., views of a large geographic area for which the view may be wide and extend into the distance). Existing views of value, both of and across the Project Site are identified and considered. Further, a number of development characteristics, such as building height, mass, and density, are considered as they directly relate to view obstruction.

c. Light

The analysis of light impacts assesses the potential effects of the Project's nighttime light from both point sources (e.g., illuminated building façades, street light poles, vehicle headlights) and indirect sources (i.e., reflected light) on light-sensitive land uses such as residences. Such uses are recognized as light-sensitive because they are typically occupied by persons who have expectations of privacy during evening hours and who are subject to disturbance by bright light sources.

d. Glare

Glare is caused by the reflection of sunlight or artificial light from highly polished surfaces, such as window glass or reflective materials, and, to a lesser degree, from broad expanses of light-colored surfaces. Daytime glare generation is common in urban areas and is typically associated with mid- to high-rise buildings with exterior façades largely or entirely comprised of highly reflective glass or mirror-like materials from which the sun can reflect, particularly following sunrise and prior to sunset. Daytime glare generation is typically related to sun angles, although glare resulting from reflected sunlight can occur regularly at certain times of the year. Glare can also be produced during evening and nighttime hours by artificial light directed toward a light-sensitive land use.

2. Environmental Setting

a. Regulatory Framework

(1) Aesthetics and Views

(a) Los Angeles County Code

The Los Angeles County Code regulates development through land use regulations and development standards regarding the allowable type, density, height, and design of new development projects. As detailed in Section IV.H, Land Use, of this Draft EIR, with the continuation and enhancement of the existing uses within the Project Site, the Project would be consistent with its current use and designation as a public facility.

(b) Los Angeles County General Plan

The Los Angeles County General Plan (County General Plan) directs future growth and development in the County's unincorporated areas and establishes goals, policies, and objectives that pertain to the County as a whole. As it relates to the evaluation of aesthetics, the Conservation and Open Space Element of the County General Plan sets forth policies for the open space-related resources in the County, including scenic

resources. To protect areas of significant natural resources, the Conservation and Open Space Element recommends the retention of non-urban or open space areas and places special emphasis on the protection of hillside character. The Conservation and Open Space Element also includes goals to protect sites of historical, archaeological, scenic, and scientific value. Similarly, the Land Use Element of the General Plan addresses the protection of natural and scenic resources, with objectives to include high quality design in development projects and ensure sensitivity to and compatibility with natural, ecological, scenic, cultural, and open space resources. The Land Use Element further reinforces General Plan policies for conserving natural and ecological resources.

(2) Light and Glare

The County of Los Angeles and City of Los Angeles enforce the building code requirements of the California Code of Regulations as summarized below.

(a) California Code of Regulations, Title 24

Title 24 of the California Code of Regulations (CCR), also known as the California Building Standards Code, consists of regulations to control building standards throughout the State. The following components of Title 24 include standards related to lighting:

(i) California Building Code (Title 24, Part 1) and California Electrical Code (Title 24, Part 3)

The California Building Code (Title 24, Part 1) and the California Electrical Code (Title 24, Part 3) stipulate minimum light intensities for pedestrian pathways, circulation ways, and paths of egress.

(ii) California Energy Code (Title 24, Part 6)

The California Energy Code (CEC) stipulates allowances for lighting power and provides lighting control requirements for various lighting systems, with the aim of reducing energy consumption through efficient and effective use of lighting equipment. Section 147 of the CEC sets forth outdoor lighting allowances in terms of watts per area for lighting sources other than signage.

(iii) California Green Building Standards Code (Title 24, Part 11)

The California Green Building Standards Code, which is Part 11 of Title 24, is commonly referred to as the CALGreen Code. The CALGreen Code stipulates maximum allowable light levels, efficiency requirements for lighting, miscellaneous control requirements, and light trespass requirements for electric lighting and daylighting.

In April 2011, Section 5.106.8 of the CALGreen Code, which applies to non-residential uses, was amended in response to a public petition regarding concerns over security aspects of the light pollution reduction provisions. The revised provisions require outdoor lighting systems to be designed and installed to comply with the following:

- The minimum requirements in the CEC for Lighting Zones 1–4 as defined in Chapter 10 of the California Administrative Code;
- Backlight, Uplight and Glare (BUG) ratings as defined in the Illuminating Engineering Society of North America's Technical Memorandum on Luminaire Classification Systems for Outdoor Luminaires (IESNA TM-15-07); and
- Allowable BUG ratings not exceeding those shown in Table A5.106.8 in Section 5.106.8 of the CALGreen Code.

(b) City of Los Angeles Municipal Code

The Los Angeles Municipal Code (LAMC) sets forth specific regulations regarding lighting. Although not required, the Project will comply with the following relevant LAMC provisions regarding lighting:

- Chapter 1, Article 2, Sec. 12.21 A 5(k). All lights used to illuminate a parking area shall be designed, located and arranged so as to reflect the light away from any streets and adjacent premises.
- Chapter 1, Article 4.4, Sec. 14.4.4 E. No sign shall be arranged and illuminated in such a manner as to produce a light intensity greater than 3 foot-candles above ambient lighting, as measured at the property line of the nearest residentially zoned property.
- Chapter 9, Article 3, Div. 1, Sec. 93.0117(b). No exterior light may cause more than 2 foot-candles of lighting intensity or generate direct glare onto exterior glazed windows or glass doors on any property containing residential units; elevated habitable porch, deck, or balcony on any property containing residential units; or any ground surface intended for uses such as recreation, barbecue or lawn areas or any other property containing a residential unit or units.

b. Existing Conditions

(1) Aesthetics

(a) Project Site

As detailed in Section II, Project Description, of this Draft EIR, the Project Site comprises an approximately 32-acre County of Los Angeles regional park located within the Hollywood Hills, adjacent to Cahuenga Boulevard East and the Hollywood Freeway. The Project Site includes the open-air Amphitheatre with support spaces (i.e., dressing rooms, performer restrooms, green room) below; a projection booth and control room located above and to the rear of the Amphitheatre seating; the [Inside] the Ford Theatre; a concessions building; a box office; Edison Plaza and picnic area; surface parking areas; and a former motel building currently used as office space. In addition, two surface parking areas, referred to as the north parking lot and the south parking lot, are located along Cahuenga Boulevard East, and a third surface parking lot, providing disabled parking spaces, is located adjacent to the upper gate. The Project Site also includes one cell tower and associated structures along the northwest portion of the Project Site, adjacent to the north surface parking lot, and an additional cell tower near the northwestern property boundary.

Photographs of the Project Site from various vantage points along Cahuenga Boulevard are provided in Figure IV.A-1 on page IV.A-6 and in Figure IV.A-2 on page IV.A-7. As shown therein, due to the Project Site's location in the Hollywood Hills, the topography of the Project Site is widely varied from moderately sloping surface parking areas along the western portion of the Project Site to steep hillsides that are vegetated primarily with chaparral and scattered trees along the northern, southern, and eastern portions of the Project Site. The visual character of the Project Site as viewed from off-site is predominantly defined by the former motel building, surface parking areas, the electronic sign identifying the Ford Theatres, perimeter walls, and mature landscaping. The surrounding hillsides, which protrude from the existing uses facing Cahuenga Boulevard East, also define the visual character of the Project Site. Additionally, in the background, portions of the Amphitheatre main gate/entrance and the wall running along the top of the Amphitheatre wall installed to attenuate noise from the Hollywood Freeway and provide site identification also contribute to the visual character of the Project Site as viewed from off-site.

(b) Surrounding Area

Land uses surrounding the Project Site include a mix of residential uses and open space. Specifically, to the north of the Project Site is a 4-story multi-family residential development and open space. To the east and south of the Project Site are single- and

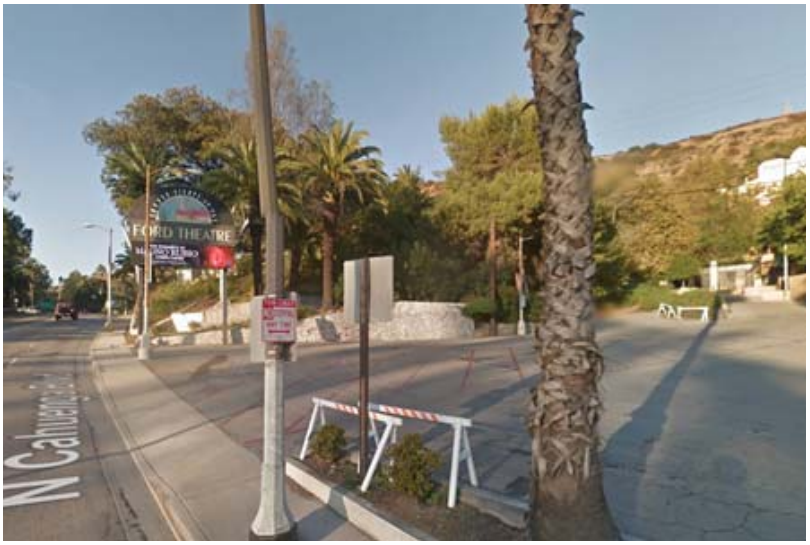

Figure IV.A-1
Existing Site Photographs -
View from Cahuenga Boulevard East Looking Northeast

Source: Levin and Associates, 2014; Google Maps, 2011.

View from Cahuenga Boulevard East looking East at the Project Site

View from within the Project Site looking North

View from Cahuenga Boulevard East looking Northeast

matrix environmental

Figure IV.A-2
Existing Site Photographs

Source: Levin and Associates, 2014; Google Maps, 2011.

multi-family residential uses with some undeveloped open space interspersed with residential uses to the east. West of the Project Site is Cahuenga Boulevard East and the Hollywood Freeway. The uses surrounding the Project Site to the north, east, and south are separated from the developed areas of the Project Site by open space areas and the steep topography formed by the canyon setting of the Project Site, with no direct line of sight to or from the developed areas of the Project Site. The Hollywood Bowl, also a County-owned historically significant cultural destination, is located southwest of the Project Site across Cahuenga Boulevard and the Hollywood Freeway.[1] While some areas surrounding the Project Site exhibit a natural, semi-developed character that is enhanced by the surrounding undeveloped hillsides, the area immediately west and further south of the Project Site presents an urbanized quality characterized by major arterials, the Hollywood Freeway, and dense development.

(2) Views

Valued visual and scenic resources in the Project area include views of the hillsides. While historic resources are also considered valued visual and scenic resources, the historic Amphitheatre is located internal to the Project Site and nestled in the hillsides and, as such, views of the historic Amphitheatre are generally not available from uses surrounding the Project Site.

Given the varying topography of the Project Site and surrounding area, public views of the Project Site and surrounding hillsides are available from a variety of vantage points. Long-range panoramic views of the Project Site and surrounding area are available from several segments of Cahuenga Boulevard, Pilgrimage Bridge, and the Hollywood Freeway, with intermittent obstruction due to intervening topography and vegetation. Portions of trails in the Hollywood Hills also may afford views of the Project Site. In general, the long-range views in the area typically feature sloping hillsides, pockets of trees, and landscaping.

Short-range public views of the Project Site are primarily available from Cahuenga Boulevard, Pilgrimage Bridge, and the Hollywood Freeway. Views of the Project Site from along several public vantages in the vicinity of the Project Site are illustrated above in Figure IV.A-1 on page IV.A-6 and in Figure IV.A-2 on page IV.A-7. As shown, short-range views of the Project Site are generally limited to the former motel building, surface parking areas, electronic sign identifying the Ford Theatres, perimeter walls and landscaping, and

[1] *The Hollywood Bowl comprises approximately 70 acres and includes an Amphitheatre with a seating capacity of approximately 17,376; four surface parking lots, with approximately 2,700 parking spaces, and a valet parking area; 15 picnic areas; concession services; box offices; a museum; and other visitor shops and amenities.*

the vegetated hillsides. Views of portions of the main Amphitheatre gate/entrance and the stairway leading to the Amphitheatre as well the wall running along the top of the Amphitheatre and associated signage are also available in the background. Private views of the Project Site from single- and multi-family residential uses east and south of the Project Site may also be available but would be limited to the open space areas of the Project Site since the developed areas of the Project Site are generally separated from these uses by open space and intervening steep hillsides.

(3) Light

The Project Site lies within a semi-urbanized area, characterized by low to moderate ambient nighttime artificial light levels. Characteristic of an urban area, night lighting in the Project vicinity results from several types of artificial light sources including street lights, automobile lights, residential uses, and parking facilities. Existing lighting within the Project Site itself consists of exterior building lighting, lighting along pathways for security and wayfinding purposes, pole lighting within the surface parking areas, and stage and production lighting.

(4) Glare

Daytime glare is generally associated with reflected sunlight from buildings with highly reflective surfaces or from vehicles parked in surface parking areas. Existing buildings and structures within the Project Site include a variety of building materials such as rock walls, plaster, wood doors, and concrete, which are not characterized as highly reflective surfaces. Sensitive receptors with respect to glare include motorists along Cahuenga Boulevard, Pilgrimage Bridge, and the Hollywood Freeway. While occasional and temporary bright light sources used for performances that cause glare may be present within the Amphitheare, off-site glare from these sources is limited due to the topography of the Project Site. In addition, residential uses in the vicinity of the Project Site are sufficiently distant from the Project Site and separated from the existing buildings, structures, and surface parking so as not to be affected by any potential glare generated within the Project Site.

3. Environmental Impacts

a. Methodology

(1) Aesthetics

The analysis of aesthetics considers the visual character and quality of the area immediately surrounding the Project Site and the impacts of the Project with respect to the existing aesthetic environment. The analysis considers the physical aspects of the Project

and its associated design features, as well as an evaluation of conceptual renderings showing future conditions at representative locations. The analysis is based on the following two-step process:

- Step 1: Describe the massing and general scale of proposed Project buildings. Consider other factors such as setbacks and open space, which may be anticipated on the basis of the proposed project design features.

- Step 2: Compare the expected appearance of the Project Site after Project implementation to the existing site appearance and character of adjacent uses and determine whether and/or to what extent a change of the visual character of the area could occur (considering factors such as the blending/contrasting of new and existing buildings given the proposed uses, density, height, bulk, setbacks, signage, architectural styles, etc.).

(2) Views

The analysis of views evaluates the changes to existing views that may result from development of the Project to determine if valued view resources are visible in the Project Site, and, if so, whether the visual access to such resources would be blocked or diminished as a result of the Project. In general, views are closely tied to topography and distance from a view resource. The identification of available views within the Project Site was accomplished through photographic documentation and topographic analysis. The analysis is based on the Project's characteristics, particularly building heights and massing, and an evaluation of conceptual renderings showing future conditions at representative locations.

To determine whether a potential view impact would occur, a five-step process is used to weigh several considerations, as follows:

- Step 1: Define the view resources that could be affected by Project development.

- Step 2: Identify the potential obstruction of view resources as a result of development of the Project Site.

- Step 3: Evaluate whether a potential obstruction would substantially alter the view. The "substantiality" of an alteration in views is somewhat subjective and dependent on many factors. In this case, an obstruction in the view of a particular view resource is considered substantial if it exhibits all of the following traits: (1) the area viewed contains a valued view resource; (2) the obstruction of the resource covers more than an incidental/small portion of the resource; and (3) the obstruction would occur along a public view area.

- Step 4: Consider whether the Project includes design features that offset the potential alteration or loss of views of a particular valued view resource.

- Step 5: Consider whether the view blockage is permanent, as viewed from a scenic vantage point; or whether the blockage would be momentary, as viewed from a moving vehicle.

(3) Light and Glare

The analysis of light and glare evaluates the effects of new sources of light and glare that would be introduced by the Project and the extent to which Project light and glare sources would affect off-site light-sensitive uses. In addition, the analysis evaluates the extent to which daytime glare sources associated with the Project would interfere with the operation of motor vehicles along representative transportation corridors adjacent to the Project Site.

b. Thresholds of Significance

Based on Appendix G of the CEQA Guidelines, Project impacts associated with aesthetics, views, light, and glare would be significant if the Project would:

- Have a substantial adverse effect on a scenic vista;

- Substantially damage scenic resources including, but not limited to trees, rock outcroppings, and historic buildings within a state scenic highway;

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

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

As discussed in the Initial Study prepared for the Project Site, included in Appendix A of this Draft EIR, while the Project Site contains scenic resources (the historic Amphitheatre and surrounding hillsides), no designated scenic highways are located in the vicinity of the Project Site. In addition, the historic Amphitheatre is internal to the Project Site and is not visible from Cahuenga Boulevard. Therefore, the Project would not substantially damage scenic resources within a state scenic highway. As such, no further analysis of this issue is necessary.

c. Project Design Features

In addition to the proposed Project improvements summarized below and described in further detail in Section II, Project Description, of this Draft EIR, the Project would implement the following specific project design features with regards to aesthetics, views, light, and glare.

Project Design Feature A-1: During construction, lighting shall be shielded and/or aimed so that no direct beam illumination would fall outside of the Project Site boundary.

Project Design Feature A-2: Project lighting shall incorporate shielding and aiming to prevent glare, light spill, and the upward emition of light and shall not exceed 2 foot-candles outside of the Project Site boundary.

Project Design Feature A-3: Exterior windows, glass, and metal used on building surfaces shall be non-reflective or treated with a standard low-reflective or non-reflective glazing.

d. Proposed Project Improvements

As described in detail in Section II, Project Description of this Draft EIR, the Project is comprised of the following primary components: (1) rehabilitation of certain portions of the existing Amphitheatre; (2) the Ford Terrace, which would include a two-story structure with one level of office space and lower-level concessions area and a raised plaza deck above a service level; (3) the Ford Plaza, which would be set atop a new three-level parking structure and would feature a restaurant, a 299-seat theatre, a new box office, a conference room, and offices and visitor amenities; (4) the Transit Center, which would include a designated area for bus and valet drop-off, a new three-level parking structure, and event space; and (5) a 0.75-mile hiking trail.

Proposed buildings would be designed to complement the existing historic character of the Ford Theatres and be consistent with the Secretary of the Interior Standards for Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings. The new construction would be differentiated from the existing development that would remain and would be compatible with the massing, size, scale, and architectural features of the Amphitheatre, thereby protecting its historic integrity. The new buildings and parking structures in particular would be integrated into the existing topography of the Project Site. Building heights would range from approximately 15 feet to 67.5 feet in height as measured from adjacent grade with elevations ranging from 515 feet to 610 feet. The Project has also been designed to minimize building footprints and remain primarily within the developed areas of the Project

Site. In addition, a variety of native and drought tolerant plant material would be used to enhance and complement the existing plant material on the hillside. Mature native trees would also be planted to enhance the native vegetation and trees to be removed would be replaced on a minimum 1:1 basis. Further, the proposed landscaping along the perimeter of the south parking structure would berm up to cover the exposed areas of the parking structure, thereby screening off-site views of the south parking structure and bringing the park-like setting of the Ford Theatres to the Cahuenga Boulevard street edge. Along the proposed trail, landscape improvements may include habitat restoration and enhanced plantings. As part of the Ford Plaza, the Project would also create approximately 45,000 square feet of outdoor plaza areas that would be used as picnic and community space and provide visitors with views of the surrounding hillsides.

The Project also proposes additional lighting to be installed, including accent lighting to highlight architectural features, landscape elements, and the Project's signage; light boxes on the north parking structure, the new theatre, the restaurant, and the proposed sound wall to illuminate the façades; exterior lighting to provide clear identification of circulation, gathering spaces, parking facilities and for security purposes; and new theatrical lighting within the Amphitheatre.

Project signage would include various identity signs including a central identity sign. The identity signs may include the existing Ford Theatres sign along Cahuenga Boulevard East, which would be relocated to the main entrance at Cahuenga Boulevard East and Pilgrimage Bridge. Alternatively, a new marquee sign that would be double-sided with LED screens on both sides could be provided along Cahuenga Boulevard East at the main entrance. The Project would also include internally illuminated graphic signs along the façades of the new theatre, the north parking structure, and the restaurant. In addition, an enhanced sound wall and associated signage would replace the existing wall and signage running along the top of the Amphitheatre. This sign is anticipated to be illuminated. Monitors that would be used for a variety of purposes such as publicizing events, promoting the available food services, assisting in wayfinding, and for broadcasting sold-out events may also be provided in the plaza areas and other public spaces throughout the Project Site. The Project would also include interpretive signage along the proposed hiking trail and throughout the Project Site to provide information about the history of the Ford Theatres, Ford programs and local flora and fauna. Lastly, wayfinding signs would be located throughout the Project Site, including at parking structure entrances and elevators.

e. Analysis of Project Impacts

(1) Aesthetics

(a) Construction

Although temporary in nature, construction activities can disrupt the general order and aesthetic character of an area. During Project construction, the visual appearance of the Project Site would be altered due to the removal of existing buildings, surface parking areas, and landscaping. Other construction activities, including site preparation and grading, the staging of construction equipment and materials, and the construction of foundations, new structures, and outdoor open space areas would also alter the visual quality of the Project Site. These construction activities would be visible along Cahuenga Boulevard and the Hollywood Freeway. It is noted however that based on the Project Site's location and surrounding uses as well as the limited availability of sidewalks in the area, the vicinity of the Project Site is likely not an area well-traveled by pedestrians. As such, any change in the visual quality of the Project Site experienced by pedestrians walking along Cahuenga Boulevard East or waiting at the bus stop fronting the Project Site would be brief and short-term during the duration of construction activities. Similarly, any construction activities visible to motorists along Cahuenga Boulevard and the Hollywood Freeway would be brief due to travel speeds along the roadways. It should also be noted that since the Project has been intentionally designed to minimize building footprints, the majority of construction activities for the Project would be primarily confined to areas of the Project Site that have already been developed, thereby preserving the general visual character of the Project represented by the landscaped rolling hills in the background. Further, changes in the visual character and quality of the Project Site associated with construction activities for the proposed hiking trail as experienced by private properties north, east, and south of the Project Site would be limited due to distance and intervening topography. Additionally, while the removal of some existing trees and vegetation along Cahuenga Boulevard East would temporarily reduce the visual quality along the roadway during Project construction, most of the existing landscaping along Cahuenga Boulevard East, which includes several mature trees, would be retained. Ultimately, substantial new landscaping would be introduced, including within the Ford Plaza and along Cahuenga Boulevard East.

Based on the above, the removal of on-site structures, surface parking areas, and landscaping would not cause the loss of unique visual resources (i.e., the surrounding hillsides and historic Amphitheatre) or prominent existing features that contribute positively to the existing visual character and quality of the Project Site. As such, the Project's construction activities would not substantially degrade the existing visual character of the Project Site or the surrounding area. Therefore, aesthetics impacts associated with construction would be less than significant.

(b) Operation

The Project would provide new performing arts and support facilities that would be consistent with and build on the existing uses on the Project Site and in the surrounding community. Implementation of the Project would result in the removal of the existing former motel building currently used as office space; the projection booth and control room, which is not a primary character-defining feature of the historic Amphitheatre and is not visible from off-site public vantages; the concessions building, which is also not a primary character-defining feature of the historic Amphitheatre and is not visible from off-site public vantages; and surface parking areas and landscaping. As illustrated in the conceptual site plans provided in Section II, Project Description, of this Draft EIR, the Project would develop new structures and landscaping that would be primarily confined to areas of the Project Site that have already been developed.

The proposed buildings would feature a variation in building heights ranging from approximately 15 feet to 67.5 feet as well as a variation in building planes to reduce massing. In addition, the Project would locate taller structures internal to the Project Site. In particular, the proposed Ford Terrace, which would feature a height of approximately 67.5 feet, would be located directly north of the Amphitheatre, within areas of the Project Site mostly screened from off-site views due to intervening topography. The north and south parking structures, which are proposed along Cahuenga Boulevard East, would measure approximately 52 feet and 35 feet, respectively. The restaurant, also proposed along Cahuenga Boulevard East, would extend 25 feet above the Ford Plaza deck. In addition, the proposed 299-seat theatre, which would be located east of the restaurant, would measure approximately 60 feet in height above the Ford Plaza deck. Other structures located internal to the Project Site, such as the proposed box office, Flex Space, conference room, and three-story office building would vary in heights measuring approximately 15 feet, 40 feet, 25 feet, and 56 feet, respectively. It is noted that the 40-foot height of the Flex Space is included within the height of the proposed north parking structure, which would measure approximately 52 feet in height. As such, the placement of the Flex Space within the north parking structure would effectively integrate these structures within the Project Site and visually appear as one building. As with existing conditions, the proposed sound wall, which could measure up to 48 feet in height and replace the existing wall running along the top of the Amphitheatre, would continue to contribute to the visual character and quality of the Project Site in the background. The western façade of the sound wall is proposed to consist of light-colored decorated glass with similarly non-intrusive site identification signage. Overall, building materials and architectural elements would be employed to provide texture, visual interest, and variety to the building façades. In addition, proposed structures would be designed to complement the existing historic character of the Ford Theatres and be consistent with the Secretary of the Interior Standards for Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings.

Conceptual renderings of the proposed facilities as viewed from off-site and from within the Project Site are illustrated in Figure IV.A-3 through Figure IV.A-5 on pages IV.A-17 through IV.A-19. As demonstrated therein, while the Project would increase the height, density, and mass of on-site structures along the northwestern and southwestern portions of the Project Site, such development would not contrast sharply with the existing development within the Project Site or surrounding area. Specifically, the majority of the new development would be confined to areas of the Project Site that are already developed and the new structures would be integrated into the existing canyon setting of the Project Site that physically separates on-site buildings from off-site areas. As shown in Figure IV.A-3, the south parking structure would be built into the existing topography of the Project Site and would include landscaping throughout its perimeter along Cahuenga Boulevard East that would berm up to cover the exposed areas of the parking structure, thereby screening the parking structure and bringing the park-like setting of the Ford Theatres to the Cahuenga Boulevard East street edge. Similarly, as illustrated in the conceptual site plans provided in Section II, Project Description, of this Draft EIR, a variety of landscaping would be provided along Cahuenga Boulevard East in the area of the north parking structure which would serve to shield portions of the north parking structure. Additionally, the proposed three-story office building would terrace south at the foothill of the Ford Plaza level into the hillside, which would serve to effectively integrate the building into the Project Site and reduce its height and massing.

Project lighting and signage would also influence the visual character of the Project Site. As illustrated above in Figure IV.A-3 on page IV.A-17 and in Figure IV.A-4 on page IV.A-18, proposed Project lighting would be of low intensity and would be designed to be non-intrusive to adjacent uses and be integrated within the buildings and overall Project Site. While the proposed light boxes would be visible along Cahuenga Boulevard and the Hollywood Freeway, the light boxes would be integrated within the architecture of the buildings and would not degrade the existing visual character of the Project Site. Rather, the proposed light boxes would enhance the Cahuenga Boulevard East frontage and highlight the hillsides and natural setting of the Project Site.

Project signage would consist primarily of signs to identify the Ford Theatres and the new facilities and information signs to direct vehicular and pedestrian circulation. Proposed signs may be mounted on walls and posts and may be backlit or illuminated with landscape lights. As part of the signage program for the Project, the existing Ford Theatres sign along Cahuenga Boulevard East may be relocated to the main entrance at Cahuenga Boulevard East and Pilgrimage Bridge. Alternatively, a new marquee sign that would be double-sided with LED screens on both sides could be provided at the main entrance. In either scenario, the sign would serve to enhance the main entrance to the Project Site and would be consistent with the existing visual character of the Project Site. Similarly, the proposed sign along the replacement sound wall at the top of the Amphitheatre would reflect the character of the Project Site and surrounding area. In general, proposed signage would be

matrix environmental

Figure IV.A-3
Conceptual Rendering - View of Project Site from Cahuenga Boulevard Looking Northeast

Source: Levin and Associates, 2014.

matrix environmental

Figure IV.A-4
Conceptual Rendering - View of Project Site from Pilgrimage Bridge Looking East

Source: Levin and Associates, 2014.

matrix environmental

Figure IV.A-5
Conceptual Rendering - View from Ampitheatre Entrance Looking East

Source: Levin and Associates, 2014.

consistent with the visual character of the Ford Theatres and would be compatible with existing signage.

Other features which could potentially alter the existing visual character of the Project Site include the removal of existing landscaping, including trees along the perimeter of the Project Site. As described in Section II, Project Description, of this Draft EIR, the Project would involve the removal of approximately 143 trees. The Project would also relocate approximately 20 trees throughout the Project Site. The trees proposed to be removed or relocated within the Project Site are primarily located internal to the Project Site and are of varying species, maturity, size, and condition, as detailed in the Tree Survey included in Appendix E of this Draft EIR. Ultimately, the Project would enhance the existing landscaping by providing a series of courtyards and plazas throughout the Project Site and a implementing a landscaping plan that would visually enhance the Ford Theatres. In addition, as part of the Project's landscape plan, trees to be removed would be replaced on a minimum 1:1 basis.

The Project may also include the installation of approximately 15 to 17 overhead electrical poles along Cahuenga Boulevard East to provide electrical service for the Project in the event underground utility lines cannot be provided. While the installation of these electrical poles, which could measure up to 65 feet in height, would invariably alter the aesthetic character of the Project Site, the poles to be installed would be typical of those found in the current market and would not be visually inconsistent in terms of size with the existing urban infrastructure within and in the vicinity of the Project Site, including street lamps and existing utility poles and associated overhead power lines currently found along Cahuenga Boulevard East and within the Project Site itself. Further, the relocation and integration of the existing cell towers as one cell tower would not result in a substantial change in the existing visual character of the Project Site as the new cell tower would be relocated within a few feet of the existing tower located adjacent to the north surface parking lot.

While the presence of new development would alter the aesthetic character of the Project Site, the Project would employ a cohesive site design in part by ensuring architectural compatibility and integration with the surrounding environment. The Project would also rehabilitate the existing historic Amphitheatre and would not result in the removal or alteration of existing features that contribute positively to the visual character of the Project Site and surrounding area. Overall, the new construction would be differentiated from the existing development that would remain and would be compatible with the massing, size, scale, and architectural features of the Amphitheatre, thereby protecting its historic integrity. Similarly, Project grading would be designed to retain the integrity and natural grade elevations of the landforms that influence the visual quality of the Project Site. As such, the Project would not substantially degrade the existing visual

character or quality of the Project Site or surrounding area. Impacts related to aesthetics would be less than significant.

(2) Views

As previously identified, valued visual resources within the Project Site include the hillsides surrounding the existing developed areas of the Project Site as well as the historic portions of the Amphitheatre, which are generally only visible from areas within the Project Site. Publicly available long-range panoramic views of the Project Site are available from segments of nearby roadways including Cahuenga Boulevard and Pilgrimage Bridge as well as the Hollywood Freeway, with intermittent obstruction due to intervening structures, topography, and vegetation. As shown above in Figure IV.A-3 on page IV.A-17 and in Figure IV.A-4 on page IV.A-18, traveling north along Cahuenga Boulevard East, the Project would visually fill-in the existing surface parking areas fronting Cahuenga Boulevard East with a new restaurant, 299-seat indoor theatre, parking structures, landscaping, and landscaped plazas with limited views of other Project components available in the background. However, given the topography of the Project Site and the location of existing development within a canyon setting, the natural hillsides would remain a prominent feature from these public locations. In addition, as previously described, the proposed structures would include architectural features that would serve to integrate the buildings within the Project Site and be compatible with the existing uses to remain and the surrounding vicinity. The proposed landscaping, building modulation, and architectural features would serve to soften and integrate the proposed structures within the natural setting of the Project Site. Proposed structures fronting Cahuenga Boulevard East would be noticeably visible. However, the architectural features, light-colored materials, and perimeter landscaping to be introduced as part of the Project would soften the visual effect on views.

The existing cell towers, which would be relocated and integrated as one cell tower within a few feet of the existing cell tower located adjacent to the north surface parking lot, would also continue to be visible from certain public vantages in the vicinity of the Project Site and would be consistent with existing views. Additionally, should electrical service for the Project be provided via overhead electrical poles along Cahuenga Boulevard East, which could measure up to 65 feet in height, the poles would not block views given their slim profile and the presence of nearby similar infrastructure. Therefore, while views of the poles would be available, the poles would be anticipated to be visually consistent with the existing urban infrastructure in the Project Site vicinity, including existing street lamps and utility poles and associated overhead power lines.

With regard to private views, due to the topography of the Project Site and surrounding area and the location of existing development within a canyon setting, views of the Project Site from private properties in the vicinity are generally limited to the hillsides north, east, and south within the Project Site. As described above, the new buildings would

be located in the vicinity of existing development and would be integrated with the topography of the site. Thus, with the possible exception of views of portions of the proposed hiking trail, private views of the primary areas proposed to be developed would not be available. Additionally, given the materials that would be used to create a natural trail and the enhanced vegetation and intermittent nature signs that would be placed throughout the extent of the trail, views of the proposed hiking trail would be consistent with the natural setting of the Project Site.

Overall, while Project implementation would modify existing public views along Cahuenga Boulevard, Pilgrimage Bridge, and the Hollywood Freeway, the proposed structures would not dominate the viewshed along Cahuenga Boulevard. Rather, the Project has been intentionally designed to limit the building footprint within areas already developed so as to preserve the natural setting of the Project Site. Accordingly, public views of the Project Site would continue to feature a semi-urban environment with a background of rolling hills, pockets of trees, and landscaping. Thus, the Project would not have a substantial adverse effect on a scenic vista, and view impacts would be less than significant.

(3) Light

(a) Construction

Substantial lighting is not anticipated during construction within the Project Site as most construction activities would occur during daylight hours. However, the Project may include lighting for construction activities occurring in the early evening during the winter season. Outdoor lighting sources such as floodlights, spot lights, and/or headlights associated with construction equipment and hauling trucks would typically accompany construction activities during this period. To the extent evening construction includes artificial light sources, such use would be temporary and would cease upon completion of proposed Project construction. Further, construction-related illumination would be used for safety and security purposes only. Additionally, as set forth above in Project Design Feature A-1, construction lighting would be shielded and/or aimed so that no direct beam illumination would fall outside of the Project Site boundary. Construction lighting, while potentially bright, would be highly focused on the particular area undergoing work. Therefore, given that the majority of construction activities for the Project would be primarily confined to areas of the Project Site that have already been developed, which are separated from residential uses to the north, east, and south by open space and intervening topography, the surrounding uses would not be anticipated to be substantially affected by construction lighting. Thus, light impacts associated with proposed construction activities would be less than significant.

(b) Operation

As previously described, the Project proposes additional lighting to be installed, including accent lighting to highlight architectural features, landscape elements, and the Project's signage; light boxes on the north parking structure, the new theatre, the restaurant, and the proposed sound wall to illuminate the façades; exterior lighting to provide clear identification of circulation, gathering spaces, parking facilities and for security purposes; and new theatrical lighting within the Amphitheatre. As shown above in Figure IV.A-3 on page IV.A-17 and in Figure IV.A-4 on page IV.A-18, lighting associated with the proposed light boxes would be the most distinguishable light source as viewed from Cahuenga Boulevard, Pilgrimage Bridge, and the Hollywood Freeway. However, as illustrated, the light boxes would not feature so prominently such that the light boxes would emanate light that would be inconsistent with the existing light sources in the vicinity of the Project Site. In addition, there are no residential properties or other sensitive uses immediately surrounding the Project Site, and any light emanating from the proposed Project lighting would be directed within the Project Site. Further, lighting associated with the proposed theatrical lighting would be consistent with the existing lighting within the Amphitheatre. Also, in accordance with Project Design Feature A-2 provided above, Project lighting, where applicable, would incorporate shielding and aiming to prevent glare and light spill and the upward emission of light and Project lighting would not exceed 2 foot-candles outside of the Project Site boundary. Therefore, due to the types of proposed lighting and measures employed to minimize light pollution, the Project would not create a new source of substantial light that would adversely affect day or nighttime views in the area. Thus, impacts related to Project lighting would be less than significant.

(4) Glare

(a) Construction

Daytime glare could potentially accompany construction activities if reflective construction materials were positioned in highly visible locations where the reflection of sunlight could occur. However, any glare would be highly transitory and short-term, given the movement of construction equipment and materials within the construction area and the temporary nature of construction activities within each area of the Project Site. In addition, large, flat surfaces that are usually required to generate substantial glare are not typically an element of construction activities. Furthermore, the potential for nighttime glare associated with construction is unlikely as most construction activities would occur during the day, and any construction activities occurring in the early evening during the winter season would be limited and temporary. As such, the Project would not result in a significant impact related to construction glare.

(b) Operation

Daytime glare can result from sunlight reflecting from a shiny surface that would interfere with the performance of an off-site activity. Reflective surfaces can be associated with window glass and polished surfaces, such as metallic trim. Sun reflection can also occur with reflected light from parked vehicles. Building materials for the Project would likely include plaster, concrete, metal panels, fritted glass, and cement board. In accordance with Project Design Feature A-3 provided above, exterior windows, glass, and metal used on building surfaces would be non-reflective or treated with a standard low-reflective or non-reflective glazing. As such, sunlight reflected from the surfaces of proposed structures would not be expected to generate substantial daylight glare. The replacement of existing surface parking areas with structured parking would also reduce the potential for daytime glare from windows of parked vehicles. Overall, the Project would not create a new source of substantial glare which would adversely affect day or nighttime views. Therefore, glare impacts would be less than significant.

4. Cumulative Impacts

The geographic context for the cumulative impact analysis of aesthetics, views, light, and glare is the immediate Project vicinity. As such, impacts are typically localized. In general, only development within the same viewshed has the potential for cumulative effects. While projects located at a distance from one another may appear within the same panoramic view, the overall effect that a particular development or structure(s) has on aesthetics, view, light, and glare generally decreases with distance. Therefore, of the future development through 2020 (i.e., the Project buildout year) in the surrounding area, only those projects sufficiently close to influence the visual character of the immediate Project area or affect the same off-site sensitive uses could pose cumulative effects in conjunction with the Project. As indicated in Table III-1 and mapped in Figure III-1 within Section III, Environmental Setting, of this Draft EIR, there are 27 related projects in the general Project vicinity. The nearest related project is Related Project No. 22, located approximately 0.8 mile southwest of the Project Site at 1841 Highland Avenue. This related project includes the development of an approximately 100-room hotel.

a. Aesthetics

As illustrated in Figure III-1 in Section III, Environmental Setting, of this Draft EIR, none of the related projects are located sufficiently close to the Project Site to enter the same field of view as the Project. Specifically, the majority of the related projects are located further southwest of the Project Site along Highland Avenue and beyond. As described above, the nearest related project to the Project Site is located approximately 0.8 mile southwest of the Project Site. Therefore, given its location and distance from the Project Site and intervening development, Related Project No. 22 would not be within the

same field of view as the Project. Notwithstanding, similar to the Project, future developments would be expected to occur in accordance with adopted plans, regulations, and guidelines such as height limits, density, and setback requirements, and would be reviewed by the County or City to ensure consistency with adopted guidelines and standards that relate to aesthetics. Further, many of the related projects in the area represent infill development that is not expected to be out of scale or character with the existing visual environment, as ensured through the County's and the City's environmental review processes. Therefore, cumulative impacts relative to aesthetics would be less than significant.

b. Views

Based on the distance of the related projects and intervening development, none of the related projects would affect views along Cahuenga Boulevard in the area of the Project Site or block views of the hillsides surrounding the Project Site. As such, future development in the Project area would not be expected to cumulatively obstruct public views of valued visual resources within and in the immediate vicinity of the Project Site and cumulative impacts relative to views would be less than significant.

c. Light

Development of the Project, as well as the other related projects in the area, would introduce new or expanded sources of artificial light. Consequently, ambient light levels in the Hollywood area may increase overall. However, given the proximity of the related projects to the Project Site, the additional artificial light sources introduced by these projects would not significantly alter the existing lighting environment that currently exists in the immediate Project area. In addition, each of the related projects would be required to comply with regulatory requirements which address light spill and brightness. As a result, cumulative impacts relative to light would be less than significant.

d. Glare

With regard to glare, only related development immediately adjacent to Project structures would have the potential to create glare that could collectively pose impacts affecting a given off-site use, property, or activity. Due to the distance of the related projects from the Project Site, it is unlikely that glare could have a combined effect from a particular vantage point. In addition, it is anticipated that the related projects within the vicinity of the Project Site would be subject to discretionary review to ensure that building materials to be used would not create significant sources of glare. In addition, since the Project's glare impacts would be less than significant, the Project would not contribute to

any cumulative increase in glare in combination with the related projects. As such, cumulative glare impacts would be less than significant.

5. Mitigation Measures

Impact related to aesthetics, views, light, and glare would be less than significant. No mitigation measures would be necessary.

6. Conclusion

Project-level and cumulative impacts related to aesthetics, views, light, and glare would be less than significant.