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SECONDARY SUBMISSIONS



Department of City Planning

City Hall, 200 N. Spring Street, Room 525, Los Angeles, CA 90012

February 22, 2022

TO: City Planning Commission

FROM: William Lamborn, City Planner

TECHNICAL MODIFICATION TO THE STAFF RECOMMENDATION REPORT FOR CASE NOS. CPC-2018-6693-GPA-SP-SPP (LOS ANGELES SPORTS AND ENTERTAINMENT DISTRICT [LASED], 1005-1015 W. CHICK HEARN COURT), ZA-2009-3289-PAB-PA1 (1015 S. GEORGIA STREET), AND DIR-2008-2279-SPP-M3 (1000 W. OLYMPIC BOULEVARD)

The following technical modifications and corrections are to be incorporated into the staff recommendation report to be considered at the City Planning Commission meeting of February 24, 2022, related to Item Nos. 7, 8, and 10 on the meeting agenda.

Item 7: CPC-2018-6693-GPA-SP-SPP (Hotel and Conference Center Expansion)

Additional language is recommended for Condition 7.a to allow for the Applicant to modernize and/or replace the existing marquee Arena Sign located at the corner of Chick Hearn Court and L.A. Live Way prior to the construction of the Hotel and Conference Center Expansion, provided that the new sign remains consistent with Exhibit A. This modification would address the potential timing of the development of the Arena Sign but would not allow for any increase in sign area or changes to design relative to what is currently proposed and described in the Staff Recommendation Report.

Condition 7.a. Signage Program. *Except as modified herein, the proposed signage shall be in substantial conformance with the plans and materials submitted by the Applicant, stamped Exhibit A, and attached to the subject case file. No change to the plans will be made without prior review by the Department of City Planning, Major Projects Division, and written approval by the Director of Planning. Each change shall be identified and justified in writing. Minor deviations may be allowed in order to comply with provisions of the Municipal Code, the project conditions, or the project permit authorization. Signs M1, M2, M3, M4, and C9 together with their sign support structure (collectively, New Arena Sign), may be developed (through modernization and/or replacement of the existing Arena Sign) in advance of construction of the hotel and conference center expansion, provided that the design allows for eventual physical integration into the building upon its construction and is in substantial conformance with Exhibit A. The New Arena Sign shall*

replace and/or modernize the existing Arena Sign and shall not at any time be provided in addition to the existing Arena Sign.

In addition, the following condition of approval is recommended to be included in the Staff Recommendation Report:

Condition No. 23. Electric Vehicle Parking. *All electric vehicle charging spaces (EV spaces) and electric vehicle charging stations (EVCS) shall comply with the regulations outlined in Sections 99.04.106 and 99.05.106 of Article 9, Chapter IX of the LAMC.*

In addition, minor technical edits are recommended to the proposed Specific Plan Amendment, as follows:

- To remove various references throughout the Specific Plan to the Development Agreement, which has expired and is no longer in effect (pages 6,15, 34, 36, 39, 40, 45).
- Section 12.A.1 (page 35): to add language stating, “for the sale of beer and wine only”, and to show this language in strikethrough font. This language is in the current Specific Plan but the strikethrough was inadvertently omitted. This removal is in conjunction with the proposed expansion of the existing beer and wine alcohol approval at Regal Cinemas to a full line of alcoholic beverages (ZA-2016-1381-PAB-PA1).

Transmitted herewith is an updated Specific Plan Amendment (Revised Exhibit C) incorporating the above-described changes. All other language in the proposed Specific Plan Amendment remains unchanged from the draft attached to the Staff Recommendation Report.

Item 8: ZA-2009-3289-PAB-PA1 (JW Marriott Alcohol Sales Plan Approval)

Condition No. 12.c incorrectly references the cinema/theater where it should instead reference alcohol sales for the Hotel and Conference Center Expansion. It is therefore recommended that Condition 12.c be corrected as shown below.

12. c. *The hours of operation for alcohol sales for the JW Marriott Hotel and Conference Center Expansion ~~cinema/theater~~ shall be limited to 7:00 a.m. to 2:00 a.m. daily. Vendor deliveries shall be conducted between 8:00 a.m. to 9:00 p.m. There shall be no deliveries on Sundays.*

Item 10: DIR-2008-2279-SPP-M3 (Modification of Specific Plan Sign Application Compliance)

Condition 12 is recommended to be modified from a nighttime illumination limit of 300 candelas per square meter to a limit of 600 candelas per square meter, and from a daytime illumination limit of 5,500 to 5,000 candelas. The 300-candela limit is necessary for freeway facing signage and is thus imposed as a condition of approval on the Arena Sign associated with the Hotel and Conference Center Expansion (See Case. No. CPC-2018-6693-GPA-SP-SPP Condition No. 7.j.). However, this same candela limit was inadvertently carried over to

the illumination condition for Case No. DIR-2008-2279-SPP-M3. The conversion of the existing static display wall sign to an LED display under this case would be located on the northeast corner of Building A at the intersection of Figueroa Street and Olympic Boulevard and is recommended to be limited to a maximum 600 candelas per square meter for nighttime and 5,000 candelas per square meter for daytime, similar to the proposed candela limit along Figueroa Street for the Convention Center and Arena Sign District. It is therefore recommended that Condition 12 be amended as shown below.

12. Electronic Message Display. *The electronic message display shall have a nighttime brightness of no greater than ~~300~~ 600 candelas per square meter and a daytime brightness no greater than ~~5,500~~ 5,000 candelas per square meter. The displays shall transition smoothly at a consistent rate from the permitted daytime brightness to the permitted nighttime brightness levels, beginning at 45 minutes prior to sunset and concluding 45 minutes after sunset. At sunrise the display may be illuminated at a brightness no greater than 2,900 candelas per square meter, transitioning smoothly at a consistent rate for 45 minutes up to the maximum permitted daytime brightness.*

Enclosure: Revised Exhibit C Specific Plan Amendment

LOS ANGELES SPORTS AND ENTERTAINMENT DISTRICT

Specific Plan

Ordinance No. 174,224
Effective October 21, 2001

Amended by Ordinance No. 178,134
Effective January 27, 2007

Amended by Ordinance No. 179,413
Effective November 30, 2007

Amended by Ordinance No. 181,336
Effective November 16, 2010

Amended by Ordinance No. 183,913
Effective December 2, 2015

Amended by Ordinance No. xx
Effective xx, 2022

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LOS ANGELES SPORTS AND ENTERTAINMENT DISTRICT

Specific Plan

An ordinance establishing a Specific Plan, known as the Los Angeles Sports and Entertainment District Specific Plan, for a portion of the Central City Community Plan area.

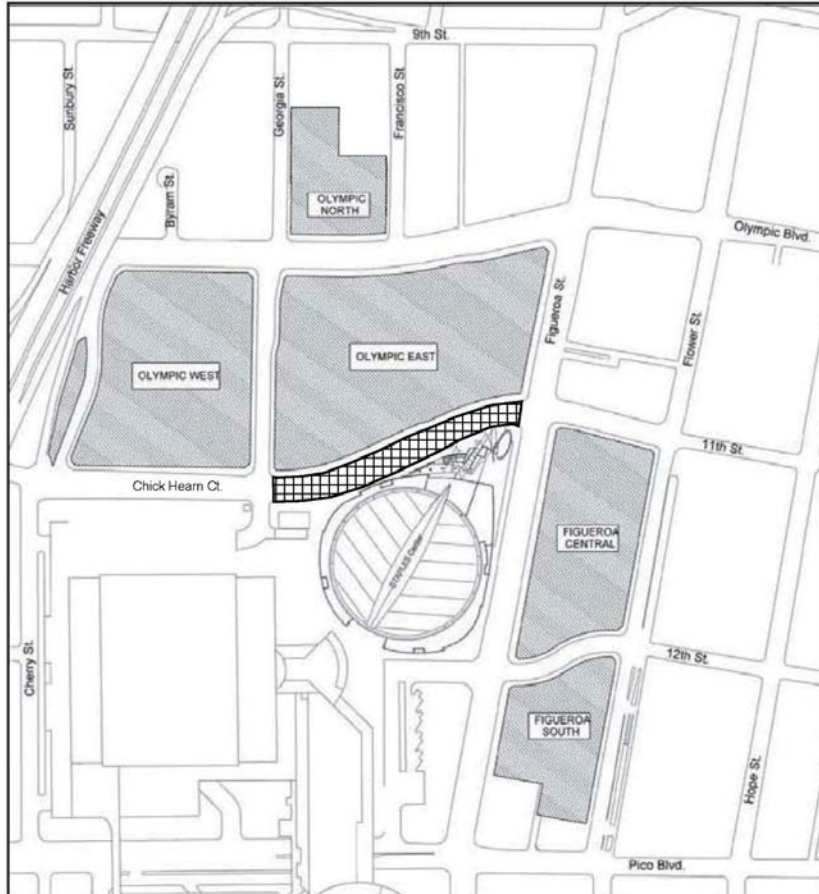
THE PEOPLE OF THE CITY OF LOS ANGELES DO ORDAIN AS FOLLOWS:

Section 1.

ESTABLISHMENT OF THE LOS ANGELES SPORTS AND ENTERTAINMENT DISTRICT SPECIFIC PLAN

The City Council establishes the Los Angeles Sports and Entertainment District Specific Plan (LASED) for the area bounded generally by Olympic Boulevard on the north; Flower Street on the east; Pico Boulevard on the south; and the 110 Freeway on the west; and including the area north of Olympic Boulevard between Georgia Street and Francisco Street, as shown upon the following Map 1 within the heavy dashed lines:

**MAP 1:
BOUNDARIES OF SPECIFIC PLAN AREA**



The shaded portion of Chick Hearn Court, referred to herein as the Eleventh Street Pedestrian Area, shall be included within the boundaries of the LASED Specific Plan if vacated or otherwise permanently closed to vehicular traffic.



Commented [A1]: EXHIBIT has been updated to show Chick Hearn Court closure between Georgia and Figueroa that would apply if Chick Hearn Court is vacated or closed to traffic.

Section 2.

PURPOSES.

This Specific Plan is intended to:

- A. Provide regulatory controls and incentives for the systematic and incremental execution of that portion of the General Plan which relates to this geographic area and to provide for public needs, convenience and general welfare as the development of such area necessitates;
- B. Assure orderly development and appropriate capacity of public facilities for the intensity and design of development by establishing general procedures for development within the Specific Plan area;
- C. Provide continued and expanded development of the site as a major entertainment/mixed-use development providing hotel, retail, entertainment, residential (including residential condominium units), live theaters, movie theaters, sound stages, office, medical clinic/sports medicine center, tourism, and similar or related uses within the Specific Plan area, in conformance with the goals and objectives of local and regional plans and policies;
- D. Expand the economic base of the City, by providing additional employment opportunities and additional revenues to the region;
- E. Enhance the existing Convention Center and Crypto.com Arena (formerly STAPLES Center) development, by providing a convention center hotel site, public gathering places and a pedestrian friendly environment through the establishment of unique streetscape design guidelines; and
- F. Ensure adequate parking for the STAPLES CenterCrypto.com Arena and the mix of uses anticipated by this Specific Plan, through the use of shared parking, reduced parking and/or other similar measures. This Specific Plan acknowledges that the current designated parking for the Crypto.com Arena STAPLES Center is within the Specific Plan area and within the Convention Center parking facilities pursuant to the Parking Lease by and between the City of Los Angeles and the LA Arena Land Company, Inc., but that parking may also be provided outside the Specific Plan area within 1500 feet of the Specific Plan boundary as provided in Section 14(D)(3) of this Specific Plan.

Section 3.

RELATIONSHIP TO THE LOS ANGELES MUNICIPAL CODE.

- A. The regulations of this Specific Plan are in addition to those set forth in the planning and zoning provisions of the Los Angeles Municipal Code (LAMC), Chapter 1 as amended, and any other relevant ordinances, and do not convey any rights not otherwise granted under the provisions and procedures contained in the LAMC or other ordinances, except as specifically provided for here.
- B. Wherever this Specific Plan contains provisions which establish regulations (including, but not limited to, standards such as densities, heights, uses, parking, signage, open space and landscape requirements), which are different from, more restrictive or more permissive than would be allowed pursuant to the provisions contained in the LAMC, this Specific Plan shall prevail and supersede the applicable provisions of the LAMC and those relevant ordinances.
- C. **Site Plan Review Ordinance.** Approvals pursuant to LAMC Sections 16.05 and 12.24 U 14 are not required for Projects within this Specific Plan area, because the Specific Plan supersedes those sections.
- D. **Commercial Corner and Mini-Shopping Centers Ordinance.** Approvals pursuant to LAMC Sections 12.23 A 23, and 12.24 W 27 are not required for Projects within this Specific Plan area, because the Specific Plan supersedes those sections.
- E. **Developments Combining Residential and Commercial Uses.** Approvals pursuant to LAMC Sections 12.22 A 18, 12.24 V 2 and 12.24 W 15 are not required for Projects within this Specific Plan area, because the Specific Plan supersedes those sections.
- F. **Floor Area Averaging.** Approvals pursuant to LAMC Sections 12.22 A 18, 12.24 V 2 and 12.24

Los Angeles Sports and Entertainment District

W 15 are not required for Projects within this Specific Plan area, because the Specific Plan supersedes those sections.

- G. **Hotels When Located Within 500 Feet of an A or R Zone.** Approvals pursuant to LAMC Section 12.24 W 24 are not required for Projects within this Specific Plan area, because the Specific Plan supersedes that section.
- H. **Transfer of Floor Area.** Approvals pursuant to LAMC Article 4.5, et seq., are not required for Projects within this Specific Plan area, because the Specific Plan supersedes that Article.
- I. **Open Space Requirements.** Approvals pursuant to LAMC Section 12.21 G are not required for Projects within this Specific Plan area, because the Specific Plan supersedes those sections.
- J. **Sign Ordinance.** This Specific Plan shall supersede the city-wide sign regulations in the LAMC that address types of signs permitted, sign heights, maximum sign area permitted, sign face, location of signs including freeway exposure and spacing between signs, illumination of signs, permitted sign devices, projection of signs and combination of signs. The Sign regulations contained in this Specific Plan shall supersede those restrictions or prohibitions established by Interim Control Ordinance No. 173,681, and any extensions.
- K. **Guest Rooms and Dwelling Unit Densities.** This Specific Plan shall supersede any regulations in the LAMC which address the number of guest rooms or dwelling units permitted within the buildable area of a lot, for purposes of determining permitted density.
- L. **Conditional Use Permit for Alcoholic Beverages.** Approvals pursuant to LAMC Sections 12.24 W 1 and 12.24 X 2 are not required for the sale of alcohol specifically authorized in Section 12 and 13 of this Specific Plan, because the Specific Plan supersedes those sections.
- M. **Conditional Use Permit for Drive-Through Establishments.** Approvals pursuant to LAMC Section 12.24 W 17 are not required for Projects within this Specific Plan area, because the Specific Plan supersedes that section.
- N. **Telecommunications.** Approvals pursuant to LAMC Section 12.24 W 49 are not required for Projects within this Specific Plan area, because the Specific Plan supersedes that section.
- O. **Other Uses permitted by Conditional Use Permit Pursuant to LAMC Section 12.24, et seq.** These approvals shall be processed in accordance with the procedures established in Section 12.24.
- P. Redevelopment Plan Procedures. Approvals pursuant to LAMC Section 11.5.14 are not required for Projects within this Specific Plan area, because the Specific Plan supersedes that section.

Section 4.

DEFINITIONS.

Whenever the following terms are used in this Specific Plan, they shall be construed as defined in this section. Words and phrases not defined here shall be construed as defined in LAMC Sections 12.03, or 91.201-227, or Section 16 of this Specific Plan.

Alcohol Advisory Group. The Alcohol Advisory Group shall consist of a representative of each of the property owners within the Specific Plan area (except for residential properties, which shall include a representative of the home owner or tenant associations), the Pico Union Family Resource Center, Social Model Recovery Systems, Inc./United Coalition East Prevention Project, Pueblo Nuevo Neighborhood Watch, Pico Union Neighborhood Watch, the City Councilmember(s) of the district(s) in which the Specific Plan is located, the Los Angeles Police Department, the State ABC, South Park Stakeholders, South Park Business Improvement District and other area stakeholders, as determined to be appropriate by the Director.

Alcohol Use Approval. A Zoning Administrator review of each proposed establishment or special event permit for the sale of alcoholic beverages, as set forth in Sections 12 and 13 of this Specific Plan.

Los Angeles Sports and Entertainment District

Applicant. Any person, as defined in LAMC Section 11.01, or entity submitting an application for a Project Permit Compliance Review.

Arena Parking. Those 2,198 parking spaces that must be provided for use by the Arena during scheduled Arena events, pursuant to the LAMC

Central Plaza. An area located within the Olympic Properties, measuring at least 30,000 square feet in size, as further described in Section 10. The location of this plaza is as set forth on Map 2.

Condo-Hotel Units. Hotel rooms which are owned by third parties as condominium/hotel rooms but are managed and operated as part of a hotel pursuant to a management agreement that addresses issues such as reservations, check-in and check-out procedures, restrictions on length of stay, room access, housekeeping, and the collection and remittance of the transient occupancy tax. Condo-Hotel Units shall be treated as Hotel Rooms for purposes of the Equivalency Matrix of the Specific Plan.

Convention Center Expansion Parcel. An airspace parcel (lots ~~15-2 and 3~~ of VTTM ~~5338382421~~) on Development Site 1a in the Olympic West Subarea of this Specific Plan, as noted on the Specific Plan Land Use Map 2.

Convention Center Expansion Uses. These uses include Convention Center related uses, including, ~~ballrooms, conference centers,~~ meeting rooms, display rooms, exhibition rooms, offices used by employees of the Convention Center, loading, storage, concourses, food service relating to convention activities, ~~Convention Center Hotel (but not including restaurants open to the public),~~ and parking.

~~**Development Agreement.** A development agreement, authorized pursuant to California Government Code Section 65864, et seq., entered into by the City of Los Angeles, the LA Arena Land Company, Inc, and Flower Holdings, LLC, in September of 2001, as amended in December 2003, September 2005, December 2006, November 2007, and in November 2009, relating to, among other things, the Specific Plan area.~~

Development Site. An area within the Specific Plan which is proposed for that amount and type of development as set forth in Map 2.

Director. The Director of Planning or his or her designee.

Donor Site. A lot or lots within the Specific Plan area from which all or a portion of the unused Floor Area permitted on the lot or lots is transferred to another lot or lots within the Specific Plan area, pursuant to Section 15.

Eleventh Street Pedestrian Area. That area within the public right-of-way of Eleventh Street (~~also known as Chick Hearn Court~~), between Figueroa Street and Georgia Street, as shown on Map 2, and which is designated in this Specific Plan for pedestrian activity during ~~either specified times or should it be vacated or otherwise permanently closed to vehicular traffic, at all times. If this area is vacated or otherwise permanently closed to vehicular traffic, it shall serve as a permanent space for pedestrian activity, subject to the provisions of Section 11.~~

Entertainment Uses. This term includes entertainment and recreational uses which include, but are not limited to: amphitheaters, arenas, auditoriums or other similar facilities; museums; live theaters; movie theaters; live entertainment; cabarets; comedy clubs; dance clubs; billiards; bowling alleys; electronic/game arcades; family entertainment centers; ice and in-line skating rinks; and similar uses or enterprises which are oriented, marketed and intended for tourists, visitors and/or recreational consumers and permitted by the LASED Zone.

Equivalency Transfers. The ability to exchange a certain amount of square feet for one type of use (e.g., office use) to a certain amount of square feet for a different use (e.g., hotel use), based on an equivalency factor established in Section 6 of this Specific Plan.

Figueroa Central Subarea. That area bounded by Figueroa Street on the west, Flower Street on the east, Eleventh Street on the north and 12th Street on the south, as shown on Map 1.

Figueroa South Subarea. That area bounded by Figueroa Street on the west, Flower Street on the east, 12th Street on the north and almost to Pico Boulevard on the south, as shown on Map 1.

Floor Area. Floor Area shall be as defined in LAMC Section 12.03, except that outdoor eating areas on all floors and on Private Setback areas shall not count as Floor Area.

Floor Area Transfer. The conveyance of Floor Area from a Donor Site to a Receiver Site or the Unused Floor Area Pool, in accordance with the requirements of Section 15.

General Manager. The General Manager of the Department of Transportation, or his or her designee.

Grade (Adjacent Ground Elevation). Is the lowest point of elevation of the finished surface of the ground, paving or sidewalk within the area between the building and the property line, or when the property line is more than 5 feet from the building, between the building and a line 5 feet from the building. Except that, light wells, stair wells and driveways shall not be considered in determining the lowest point of elevation of the finished surface of the ground.

Height, Podium. The vertical distance above grade measured to the highest point of the podium roof. Retaining walls shall not be used for the purpose of raising the effective elevation of the finished grade for purposes of measuring the height of the podium. In addition, roof-top equipment shall be permitted pursuant to LAMC Section 12.21.1 B 3. The podium is that portion of a building which rises from grade to a maximum height, as set forth in Section 10, and provides a base for a building tower.

Height, Tower. The vertical distance above grade measured to the highest point of the tower roof. Penthouses or roof structures for the housing of elevators, stairways, tanks, ventilating fans or similar equipment required to operate and maintain the building, and fire or parapet walls, skylights, towers, steeples, spires, flagpoles, solar energy structures, chimneys, wireless masts, water tanks, silos, or similar structures may be erected above the height limit specified in the district where the property is located, but no penthouse or roof structure, or any other space above that height limit shall be allowed for the purpose of providing additional floor space. Retaining walls shall not be used for the purpose of raising the effective elevation of the finished grade for purposes of measuring the height of a tower. The tower is that portion of a building which rises from grade to a maximum height, as set forth in Section 10.

Hotel Uses. This term includes hotel related uses, which include, but are not limited to: hotel rooms; meeting and ballroom facilities; retail, restaurant, office or entertainment uses that are ancillary to the operation of a hotel; parking and other hotel amenities.

LASED. Los Angeles Sports and Entertainment District Specific Plan.

Olympic East Subarea. That area bounded by Georgia Street on the west, Figueroa Street on the east, Olympic Boulevard on the north and 11th Street on the south, as shown on Map 1.

Olympic North Subarea. That area bounded by Georgia Street on the west, Francisco Street on the east, Olympic Boulevard on the south, and extending approximately 2/3 of the length of the block to James M. Wood Boulevard on the north, as shown on Map 1.

Olympic West Subarea. That area bounded by the 110 Freeway (Harbor Freeway) on the west, Georgia Street on the east, Olympic Boulevard on the north and 11th Street on the south, as shown on Map 1.

Pass-By Trip. A Trip made as an intermediate stop on the way from an origin to a primary Trip destination.

Peak Hour. That highest single traffic volume hour, as determined by the General Manager.

Pedestrian Linkage. Those areas linking the Specific Plan to the LA Convention Center, [Crypto.com Arena](#), [STAPLES Center](#), South Park District, 7th/Flower Metro Station, Pico/Flower Metro Station and Central Business District which would provide pedestrian use, and consisting of attractive hardscape, landscape, lighting, improvements and directional signs.

Private Setback. That portion of a lot located adjacent to the public sidewalk area, which may be [Los Angeles Sports and Entertainment District](#)

used for landscaping, outdoor dining or uses which incorporate non-permanent and non-habitable structures.

Project. The construction, erection, addition to or structural alteration of any building or structure, or use of building or land or change of use of a building or land on a lot located in whole or in part within the Specific Plan area which requires the issuance of a grading permit, foundation permit, building permit, or use of land permit.

A Project shall not include the following:

1. Demolition;
2. Interior remodeling of a building, temporary uses, or the change of use of a building or land or the relocation of existing uses, so long as the remodeling, change of use or relocation is consistent with the Environmental Land Use Equivalency Matrix, unless the interior remodeling, change of use or relocation:
 - a. changes the footprint of a building by more than 10% in area; or
 - b. increases the Floor Area by more than ten percent and exceeds 50,000 additional square feet of Floor Area within a lot; or
3. Exterior remodeling of a building, unless the aggregate value of the work, in any one 24-month period, is greater than 50 percent of the replacement value of the building or structure before the alterations or additions, as determined by the Department of Building and Safety; or
4. Notwithstanding LAMC Section 12.23 A 512-23-A-4, the rehabilitation or reconstruction of a conforming or nonconforming building or structure which was damaged or destroyed by fire, flood, wind, earthquake or other natural or man-made disaster.

Project Permit Compliance Review. A determination by the Director that a Project complies with the regulations of this Specific Plan, including the Appendices, and that the Project complies with all applicable environmental mitigation measures as set forth in Appendix E.

Receiver Site. A lot or lots within the Specific Plan area to which unused permitted Floor Area is transferred from one or more Donor Sites within the Specific Plan area, pursuant to Section 15.

Residential Uses. This term shall include rental apartment units and lofts, residential condominium units, assisted/elderly units, and live-work artisan/professional units.

Significant Hotel Parcel. Development Site 2 in the Olympic East Subarea of this Specific Plan, as noted on the Specific Plan Land Use Map 2.

Specific Plan. The Los Angeles Sports and Entertainment District Specific Plan.

Sports Bar. An establishment with a full service kitchen that offers a full menu of food items. These establishments typically include a bar or lounge area for the service of alcoholic beverages and also sports- related entertainment activities, such as televised viewing of sporting events. Sports Bars have at least one television screen or video monitor for each 500 square feet of floor area that is accessible to patrons.

Trip. The arrival at or departure from a Project during the Peak Hour by a motor vehicle.

Unused Floor Area Pool. That Floor Area within the Specific Plan area, which has not been developed and which may be transferred from one or more Donor Sites within the Specific Plan area, pursuant to Section 15, or transferred to one or more lots outside of the Specific Plan area by separate application and approval as set forth in Section 15. The owner of all unused floor area is LA Arena Land Company, Inc., or its successor.

Section 5.

PROHIBITION.

Los Angeles Sports and Entertainment District

A. Project Permit Compliance Review.

1. No grading permit, foundation permit, building permit, or use of land permit shall be issued for any Project on any lot located in whole or in part within the Specific Plan area, unless the Director has issued a Project Permit Compliance Review approval pursuant to the procedures set forth in LAMC Section 11.5.7. In issuing a Project Permit Compliance, the Director's review shall determine whether an individual Project is in compliance with those regulations, guidelines and mitigation measures which are set forth in this Specific Plan.
- ~~2. The Director shall consult with the Administrator of the Community Redevelopment Agency, prior to issuance of a Project Permit Compliance Review Approval.~~
- ~~32.~~ Any Project which utilizes an Land Use Environmental Equivalency Transfer shall be reviewed by the Director to determine if it exceeds any of the environmental thresholds set forth in Appendix D. If the Project does not exceed any of the environmental thresholds set forth in Appendix D, the Director shall then review the Project pursuant to the Project Permit Compliance Review. If the Project does exceed any of the environmental thresholds set forth in Appendix D, additional environmental review shall be required.
- ~~43.~~ The prohibition in Subdivision 1 shall not apply to any construction for which a permit is required in order to comply with an order issued by the Department of Building and Safety to repair or replace an unsafe or substandard condition.

B. **Maximum Permitted Floor Area.** The maximum total permitted Floor Area within the Specific Plan area shall not exceed 5,827,313 square feet.

C. **Project Land Use.** The Specific Plan shall be developed with the following land uses. These land uses shall be developed in those locations, as shown on Map 2, the Specific Plan Land Use Map; provided, however, that the amount of square footage permitted for the individual uses listed below may be modified, and the locations of these land uses may be modified, pursuant to Equivalency Transfers as set forth in Section 9-6 of this Specific Plan.

Land Use Category	Square Footage
Hotel and Ballroom	2,132,727 <u>1,389,106</u>
Retail/Entertainment/Restaurant	684,783 <u>789,486</u>
Convention Center Expansion	235,300 <u>250,000</u>
Office	283,900 <u>847,600</u>
Residential	2,363,276 <u>2,423,794</u>
Cinema	127,327
Total Square Footage	5,827,313

D. Land area subject to easements granted pursuant to Section 10 F2 shall be counted as buildable area for the purposes of determining maximum floor area ratio.

Section 6.

LAND USE EQUIVALENCY TRANSFERS.

A. **Purpose.** The Land Use Equivalency Matrix is established to provide development flexibility by permitting shifts of permitted Floor Area between certain land uses over the life of the Specific Plan, while maintaining the intent and regulatory requirements of the Plan. The Land Use Equivalency Matrix allows for Floor Area reallocations between the land uses, utilizing conversion factors that are based upon environmental impact equivalencies.

B. Limitations.

1. The land use designated on all portions of the Development Site may be exchanged for another land use, so long as the new use is otherwise permitted by this Specific Plan and the Floor Area of the new use is in conformance with the Land Use Equivalency Matrix. In no event shall the maximum permitted Floor Los Angeles Sports and Entertainment District

Area exceed 5,827,313 square feet.

2. There shall be no fewer than 500 dwelling units (approximately 543,750 square feet) at build out constructed within the Specific Plan area. No Equivalency Transfer shall be permitted which would conflict with this requirement.
3. There shall be no fewer than 1,200 hotel rooms (approximately 1,236,200 square feet) at build out constructed within the Specific Plan area. Up to 200 of these required hotel rooms may be provided as Condo-Hotel Units. There shall be no Condo-Hotel Units on the Significant Hotel Parcel. No Equivalency Transfer shall be permitted which would conflict with this requirement.
4. Notwithstanding Subdivisions 1, 2 and 3, development on the Convention Center Expansion Parcel shall be limited to 250,000 square feet of development for Convention Center Expansion Uses, parking, or temporary uses (including but not limited to construction staging) and signage, unless the Director of Planning determines that such temporary uses or signage will interfere with Convention Center Expansion Uses. In the event the development of the Convention Center Expansion does not occur by October 21, 2021, the Convention Center Expansion Parcel may be used for any other use permitted by this Specific Plan.
5. Notwithstanding Subdivisions 1, 2 and 3, development on the Significant Hotel Parcel shall be limited to Hotel Uses and Residential Uses, developed in conjunction with the Convention Center Hotel, surface parking or construction staging, unless the Director of Planning determines that construction staging will interfere with the development of the Significant Hotel Parcel. The hotel or hotels that comprise the Convention Center Hotel collectively shall contain a minimum of 1,000 rooms. In the event the development of the Convention Center Hotel does not occur by October 21, 2021, the Significant Hotel Parcel may be used for any other use permitted by this Specific Plan. Meeting and ballroom facilities servicing the Convention Center Hotel may be located on Development Site 1.

**EQUIVALENCY MATRIX –
LAND USE SQUARE FOOTAGE CONVERSION FACTORS**

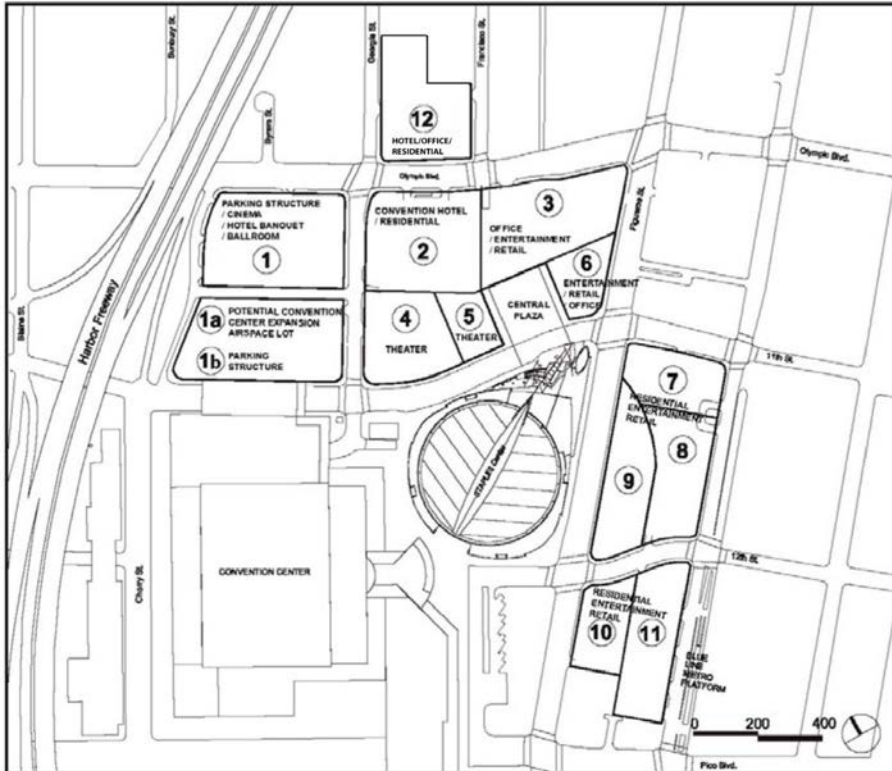
From this land use →	Hotel ⁷	Live Theater	Entertainment	Museum	Restaurant	Retail	General Office	Residential	Sports Broadcast Office	Cinemas	Convention Center Expansion	Production/Tech. Office/Studio
Hotel	NA	17.111 ¹	0.417 ²	0.349	0.093	0.169	0.272	1.203 ³	0.800	4.968	0.376	0.646
Live Theater	0.058 ⁴	NA	0.024 ⁵	0.020	0.005	0.010	0.016	0.070 ⁶	0.047	0.290	0.022	0.083
Entertainment	2.399 ²	41.056 ⁸	NA	0.838	0.224	0.404	0.653	2.887 ⁹	1.919	11.919	0.901	1.549
Museum	2.864	49.000	1.193	NA	0.267	0.483	0.779	3.445	2.291	14.226	1.076	1.849
Restaurant	10.714	183.333	4.465	3.741	NA	1.806	2.915	12.891	8.571	53.226	4.024	6.918
Retail	5.932	101.500	2.472	2.071	0.554	NA	1.614	7.137	4.745	29.468	2.228	3.830
General Office	3.675	62.889	1.532	1.283	0.343	0.620	NA	4.422	2.941	18.258	1.381	2.373
Residential	0.831 ¹⁰	14.222 ¹¹	0.346 ¹²	0.290	0.078	0.140	0.226	NA	0.665	4.129	0.312	0.537
Sports Broadcast Office	1.250	21.389	0.521	0.436	0.117	0.211	0.340	1.504	NA	6.210	0.470	0.807
Cinemas	0.201	3.444	0.084	0.070	0.019	0.034	0.055	0.242	0.161	NA	0.076	0.130
Convention Center Expansion	2.662	45.556	1.110	0.930	0.248	0.449	0.724	3.203	2.130	13.226	NA	1.719
Production/Tech Office/Studio	1.549	26.500	0.646	0.541	0.145	0.261	0.421	1.863	1.239	7.694	0.582	NA

- Numbers shown in table represent conversion factors for square footage from one land use to another, to maintain trip totals equivalent to and not exceeding those assumed in the DEIR.
- Numbers are based on weekday PM peak hour trip generation data.

For example, if it was desired to convert project square footage from retail to restaurant uses, the conversion factor to be used is 0.554, i.e. 75,000 sf of retail uses could be replaced with 41,550 sf of restaurant uses (75,000 x 0.554) without increasing the number of trips.

- Ratios are conversion factors from rooms to seats.
- Ratios are conversion factors from rooms to 1,000 sf.
- Ratios are conversion factors from rooms to DU's.
- Ratios are conversion factors from seats to rooms.
- Ratios are conversion factors from seats to 1,000 sf.
- Ratios are conversion factors from seats to DU's.
- Ratios are conversion factors from 1,000 sf to rooms.
- Ratios are conversion factors from 1,000 sf to seats.
- Ratios are conversion factors from 1,000 sf to DU's.
- Ratios are conversion factors from DU's to rooms.
- Ratios are conversion factors from DU's to seats.
- Ratios are conversion factors from DU's to 1,000 sf.

MAP 2
SPECIFIC PLAN LAND USE MAP



DEVELOPMENT SITE	USE						TOTAL (SF)
	Convention Center Expansion (SF)	Cinema (SF)	Hotel and Ballroom (SF)	Office (SF)	Residential (SF)	Retail/Entertainment /Restaurant (SF)	
1		127,327	170,165				297,492
1a	250,000						250,000
1b*							0
2			805,065 (1,001 rooms)		503,105 (224 DU)		1,308,170
3				170,500		237,700	408,200
4 & 5						195,500	195,500
6				75,300		37,000	112,300
7-9			207,376 (222 rooms)		1,009,439 (860 DU)	271,286	1,488,101
10 & 11					822,000 (648 DU)	48,000	870,000
12			206,500 (275 rooms)	601,800	89,250 (65 DU)		897,550
Total (SF)	250,000	127,327	1,389,106	847,600	2,423,794	789,486	5,827,313
Total-Specific Plan			(1,498 rooms)		(1,797 DU)		

* LASED Parking shall be permitted on Development Site 1b.

* 52 surplus Saturday evening peak hour trips are allocated to Development Site 12 per May 2007 Addendum to the LASED EIR

<u>Development Area/Site</u>	<u>Convention Center Expansion (sf)^b</u>	<u>Cinema (sf)</u>	<u>Hotel and Ballroom (sf)</u>	<u>Office (sf)</u>	<u>Residential (sf)</u>	<u>Retail/ Entertainment/ Restaurant (sf)</u>	<u>Total (sf)</u>
<u>Olympic West</u>							
<u>1</u>		<u>127,327</u>	<u>170,165</u>				<u>297,492</u>
<u>1a</u>	<u>235,300</u>		<u>578,400 (861 rm)</u>				<u>813,700</u>
<u>1b</u>							<u>0</u>
<u>2</u>			<u>805,065 (991 rm)</u>		<u>503,105 (224 du)</u>		<u>1,308,170</u>
<u>3</u>				<u>170,500</u>		<u>237,700</u>	<u>408,200</u>
<u>4 and 5</u>						<u>195,500</u>	<u>195,500</u>
<u>6</u>				<u>75,300</u>		<u>37,000</u>	<u>112,300</u>
<u>Figueroa Central</u>							
<u>7, 8, and 9</u>			<u>283,347 (183 rm)</u>		<u>1,038,171 (504 du)</u>	<u>166,583</u>	<u>1,488,101</u>
<u>Figueroa South</u>							
<u>10 and 11</u>					<u>822,000 (648 du)</u>	<u>48,000</u>	<u>870,000</u>
<u>Olympic North</u>							
<u>12</u>			<u>295,750 (393 rm)</u>	<u>38,100^b</u>			<u>333,850</u>
<u>Total</u>	<u>235,300</u>	<u>127,327</u>	<u>2,132,727 (2,428 rm)</u>	<u>283,900</u>	<u>2,363,276 (1,376 du)</u>	<u>684,783</u>	<u>5,827,313</u>
<u>du = dwelling units</u> <u>rm = rooms</u> <u>sf = square feet</u> ^a <u>In addition, the Figueroa North development area is located within the LASED but outside of the LASED Specific Plan area. After Certification of the LASED EIR, separate CEQA documentation was prepared for the Figueroa North development area and development was approved separate from the LASED Project. Half of the Figueroa North parcel has been developed with residential and commercial uses and the remainder is entitled for educational uses and student housing.</u> ^b <u>Reflects amount remaining for future development.</u>							

Section 7. ~~ANNUAL REPORT. [removed]~~

~~An Annual Report, in accordance with the adopted Development Agreement, shall be prepared each year and submitted to the Area Planning Commission.~~

Section 8.

DIRECTOR ADMINISTRATIVE CLEARANCE REVIEW OF EXTERIOR REMODELING OF EXISTING BUILDINGS AND IMPROVEMENTS TO THE 11TH STREET PEDESTRIAN AREA.

- A. **Director's Authority.** The Director shall review the exterior remodeling of existing buildings, for compliance with the following design guidelines set forth in Appendix A, as applicable: architectural character; articulation and fenestration; material and colors; and lighting. The Director shall have the authority to review a proposed exterior remodeling and determine if it is compliance with the Specific Plan, under an Administrative Clearance review, as established in LAMC Section 12.32 S 4. Improvements to the Eleventh Street Pedestrian Area implemented in connection with its vacation or otherwise permanent closure to vehicular traffic shall be reviewed by the Director under an Administrative Clearance review, as established in LAMC Section 12.32 S 4.
- B. **Time Limit.** The Director shall complete this review within ten days from the date a complete application is submitted by the Applicant and is deemed complete by the City Planning Department.
- ~~C. **Appeal.** The procedure for processing appeals of Director's determinations on exterior remodeling of existing buildings shall be the same as those set forth for Project Permit Compliance Review determinations.~~

Section 9.

LAND USE.

- A. **Designation of Subareas.** The Specific Plan contains five Subareas, as shown on the Subareas Map, Map 3 in this Section. The Subareas are designated as: Olympic West; Olympic East; Olympic North; Figueroa Central; and Figueroa South.
- B. **Podium Height/Tower Height Limits.** Each lot within the Specific Plan includes Podium Height/Tower Height (Height) limits as provided for in Section 10.
- C. **Permitted Uses.** The use regulations of the C2 Zone, as specified in LAMC Section 12.14 and the use of that portion of the M1 Zone as specified in LAMC Section 12.17.6 A 4 (assemblies of more than 3,000 individuals) shall apply to all lots in the LASED Zone, which are located within the Specific Plan area. In addition, the following uses shall be permitted:
1. **Outdoor Eating Areas.** Notwithstanding LAMC Section 12.14 A 1(a)(10), outdoor eating areas on all floors of buildings, Private Setback areas and on public sidewalk areas, in compliance with all other applicable local, state and federal code requirements. Outdoor eating areas shall be designed in accordance with Urban Design Guidelines set forth in Appendix A.
 2. **Outdoor Vendor Carts.** These uses shall be permitted within the Specific Plan area and within the Eleventh Street Pedestrian Area when Eleventh Street is not used for vehicular traffic. At no time shall there be more than 300 outdoor vendor

carts operated within the Eleventh Street Pedestrian Area.

3. **Transit Stations and Related Facilities and Uses.**
4. **Alcohol Use Approvals for the Sale and Service of Alcoholic Beverages for On-Site Consumption, Including Restaurants, Cafes, Hotels, Nightclubs, Cabarets, Comedy Clubs, Dance Clubs, Sports Bars and Similar Uses, and Within the Central Plaza.** Thirty-five Alcohol Use Approvals for on-site consumption, in addition to one establishment that may be allocated either as an on-site or off-site Alcohol Use Approval, shall be permitted and subject to the restrictions set forth in Section 12.
5. **Dancing and Live Entertainment.** While permitted by this Specific Plan, these uses must still have dancing/live entertainment permits from the Los Angeles Police Commission, if applicable or required by the LAMC.
6. **Alcohol Use Approvals for the Sale of Alcoholic Beverages for Off-Site Consumption.** Two Alcohol Use Approvals for off-site consumption shall be permitted and subject to the restrictions set forth in Section 13. A third Alcohol Use Approval may be allocated for off-site consumption subject to the restrictions set forth in Section 13, if not allocated for on-site consumption (pursuant to Section 9.C.4 above).
7. **Entertainment and Commercial Recreation Uses and Establishments Including Billiards, Bowling Alleys, Live Theaters, Museums, Cinemas, Electronic/Game Arcades, Family Entertainment Centers, In-Line and Ice Skating Rink and Similar Uses.**
8. **Special Events and Temporary Uses Including Carnivals, Circuses, Parades, Street Fairs and Festivals, Outdoor Performances, TV/Movie Stages and Sets and Other Similar Uses, So Long as the Use Is Consistent with the Provisions in Section 11 B.**
9. **Surface and Structured Parking Lots (Including Those at Grade, Above Grade and Subterranean).**
10. **Telecom Facilities, Including Transmission, Switching Stations, Uplinks and Satellite Dishes.** Telecom facilities shall be permitted within any floor of a building except the first floor, unless that first floor telecom facility pertains to movie, television, theatrical or music studio uses. Exterior satellite dishes shall be either screened from view or shall be incorporated into the architectural design and character of the building.
11. **Motion Picture, Television and Broadcast Studios, Indoor or Outdoor Stages and Sets, Video and Media Production.**
12. **Hotels Located Within 500 Feet of an R Zone, which May Also Contain Residential Condominiums.**
13. **Public Artwork.**
14. **Mixed-Use Developments, which May Include Residential, Hotel, Retail, Entertainment, Office or Other Uses Permitted**

by this Specific Plan.

15. **Klieg Lights and Laser Beams.**

16. **Conditional Uses Listed in LAMC Section 12.24 when Approved Pursuant to that Section.** This includes establishments that sell and serve alcoholic beverages for on-site and off-site consumption pursuant to LAMC Section 12.24 W.

17. **Helistops and Infrequent Helicopter Landings.** The Applicant may file for the establishment of up to two helistops for commercial use as provided for in LAMC Section 12.24 U 1. These helistops shall be located as indicated on Map 5 or as otherwise permitted by conditional use. In addition, infrequent helicopter landings and takeoffs as permitted in LAMC Section 12.22 A 6 shall be permitted. Helistops shall be designed and operated in accordance with all applicable federal and state (FAA and CALTRANS) laws and regulations.

18. **Child Care.**

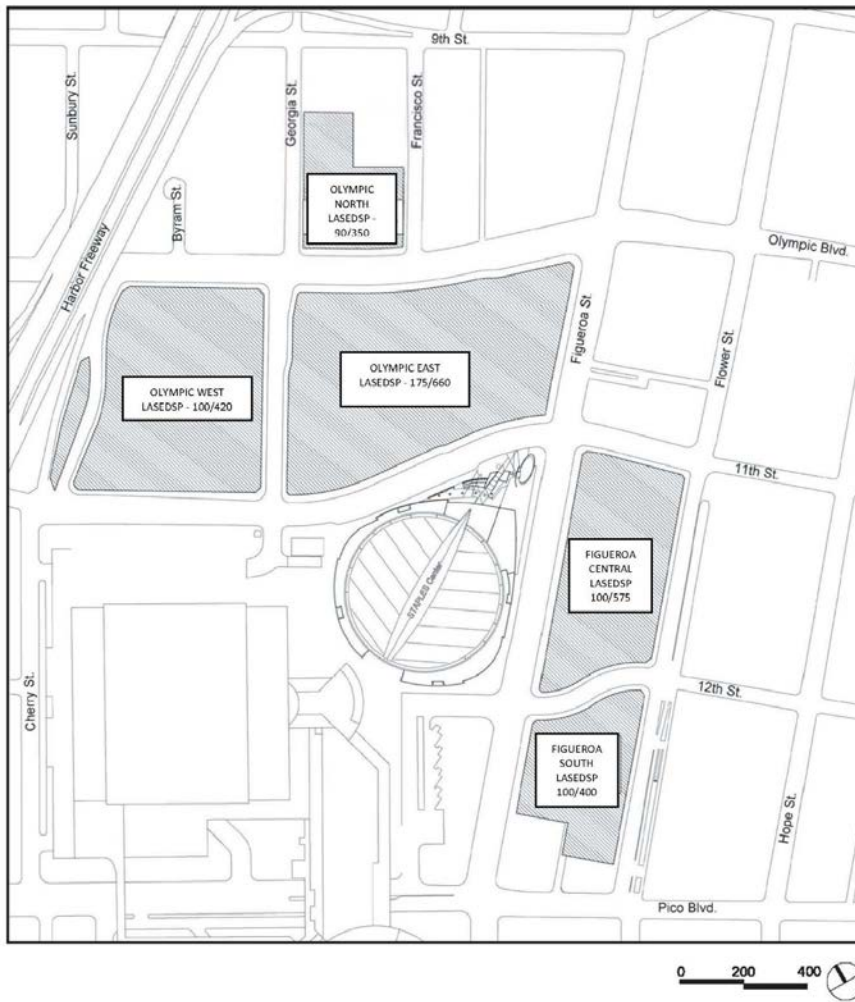
D. **Prohibited Uses.** The following uses, when located within the Specific Plan Area and within 1,500 feet of the intersection of Figueroa Street and Eleventh Street, as indicated on Map 4, shall be prohibited:

1. Adult entertainment oriented business, as defined in the LAMC;
2. Strip tease show.

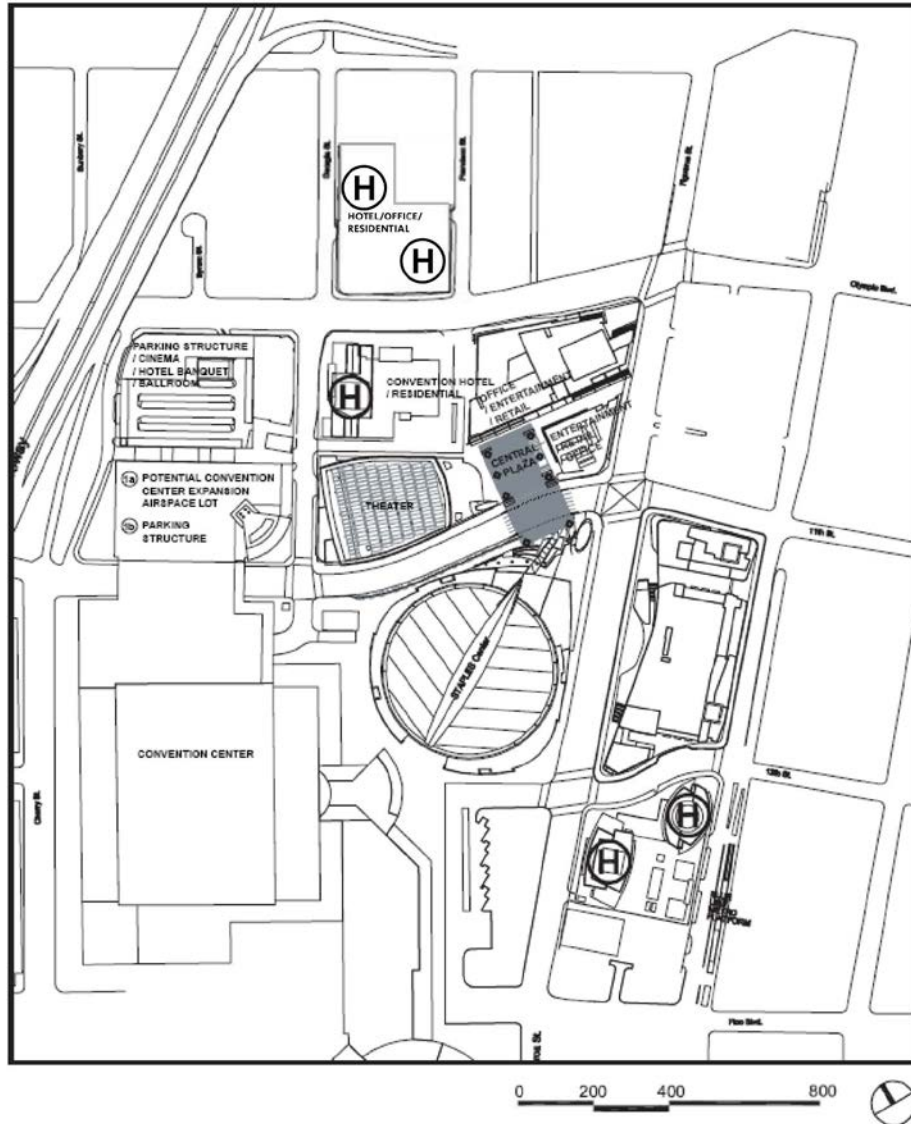
E. **Yard and Setback Regulations.** Notwithstanding the requirements set forth in the LAMC, no Project shall be required to provide front, side or rear yards or building setbacks. A Project shall be required to provide a Private Setback, as defined by this Specific Plan, and as required in Appendix A.

**MAP 3
SUB AREAS**

Commented [A2]: Map has been updated to reflect change in Olympic West height limit to 100/420 from 100/150.



MAP 5
CONCEPTUAL HELISTOP LOCATIONS



Section 10.

URBAN DESIGN REGULATIONS.

A. Building Height and Massing.

1. **Olympic West Subarea.** The maximum permitted height of any Project on a lot within the Olympic West Subarea, as shown on Map 3 and ~~Diagram-Exhibit 1~~, shall be limited as follows:

Podium Height: Podiums shall not exceed 100 feet in height.

Tower Height: Towers shall not exceed ~~150–420~~ feet in height; however, the footprint of all Towers in this Subarea combined shall not exceed 20% of total land area within this Subarea.

2. **Olympic East Subarea.** The maximum permitted height and setback of any Project on a lot within the Olympic East Subarea, as shown on Map 3 and ~~Diagram-Exhibit 2~~, shall be limited as follows:

Podium Height: Podiums shall not exceed 175 feet in height.

Tower Height: Towers shall not exceed 660 feet in height; however, the footprint of all Towers in this Subarea combined shall not exceed 15% of total land area within this Subarea.

Tower Setback: Towers which are adjacent to 11th Street frontage shall be set back 20 feet from that edge of the Podium that is adjacent to 11th Street.

3. **Olympic North Subarea.** The maximum permitted height and setback for any Project on a lot within the Olympic North Subarea, as shown on Map 3 and ~~Diagram-Exhibit 4a~~, shall be limited as follows:

Podium Height: Podiums shall not exceed 90 feet in height.

Tower Height: Towers shall not exceed 350 feet in height; however the footprint of all Towers in this Subarea combined shall not exceed 60% of the total land within this Subarea.

4. **Figueroa Central Subarea.** The maximum permitted height and setback of any Project on a lot within the Figueroa Central Subarea, as shown on Map 3 and ~~Diagram-Exhibit 3~~, shall be limited as follows:

Podium Height: Podiums shall not exceed 100 feet in height.

Tower Height: This part of the Subarea may be developed with a combination of tower heights, ranging from over 100 feet up to 575 feet in height, subject to the following limitations:

- (a) The combination of all Towers over 100 feet and up to 160 feet in height shall

not exceed 60% of the total land area within the Subarea; or

(b) The combination of all Towers which are over 455 feet and up to 575 feet in height shall not exceed 10% of the total land area within the Subarea, and the combination of all Towers which are over 160 feet and up to 455 feet in height shall not exceed 20% of the total land area within the Subarea; or

(c) Alternatively, the Applicant may request the Director of Planning to approve a combination of Tower heights, as long as the total mass (land area coverage) is not greater than the greater of alternatives (a) or (b) above.

Tower Setback: Towers which are adjacent to Figueroa Street frontage shall be set back 20 feet from that edge of the Podium that is adjacent to Figueroa Street.

5. **Figueroa South Subarea.** The maximum permitted height of any Project on a lot within the Figueroa South Subarea, as shown on Map 3 and ~~Diagram-Exhibit~~ 4, shall be limited as follows:

Podium Height: Podiums shall not exceed 100 feet in height.

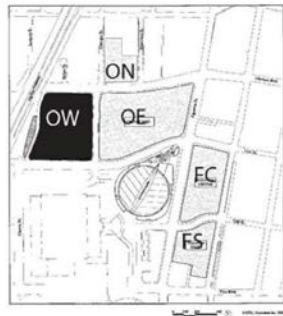
Tower Height: Towers shall not exceed 400 feet in height; however, the footprint of all Towers in this Subarea combined shall not exceed 34% of total land area within this Subarea.

Tower Setback: Towers which are adjacent to Figueroa Street frontage shall be set back 20 feet from that edge of the Podium that is adjacent to Figueroa Street.

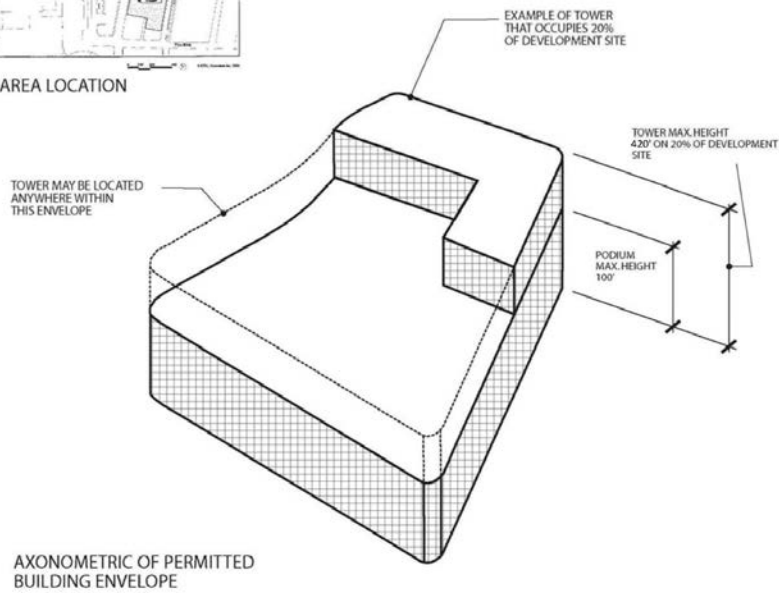
B. **Urban Design Guidelines.** Projects shall comply with the Urban Design Guidelines specified in Appendix A. The City Planning Commission may revise the Urban Design Guidelines after notice and hearing.

EXHIBIT 1
ALLOWABLE BUILDING HEIGHT & MASSING OLYMPIC
WEST SUB-AREA

Commented [A3]: Exhibit has been updated to reflect a proposed change in the maximum tower height from 150 ft. to 420 ft.



SUB-AREA LOCATION



AXONOMETRIC OF PERMITTED BUILDING ENVELOPE

EXHIBIT 2

ALLOWABLE BUILDING HEIGHT & MASSING
OLYMPIC EAST SUB-AREA

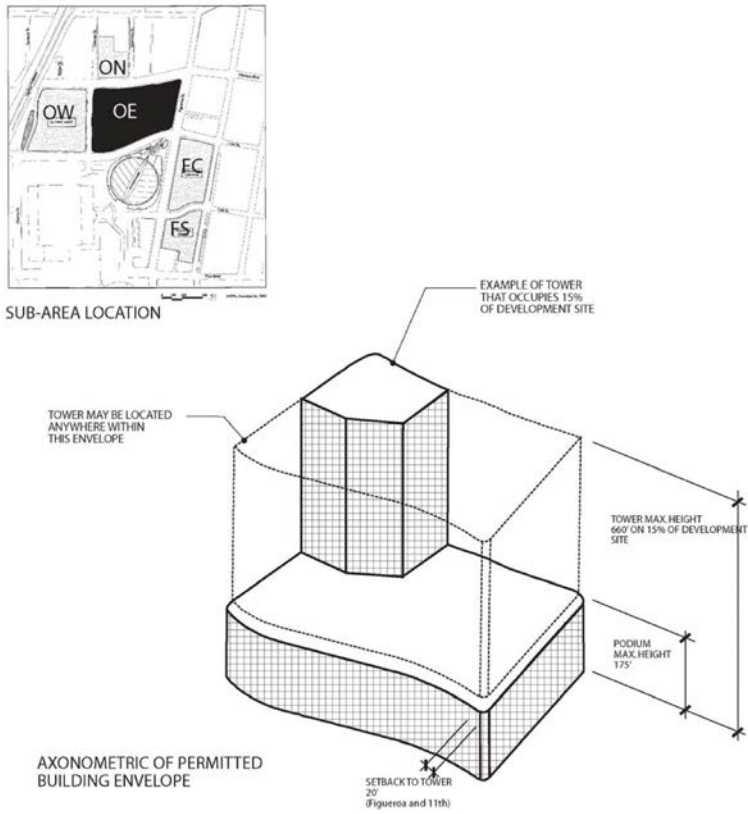
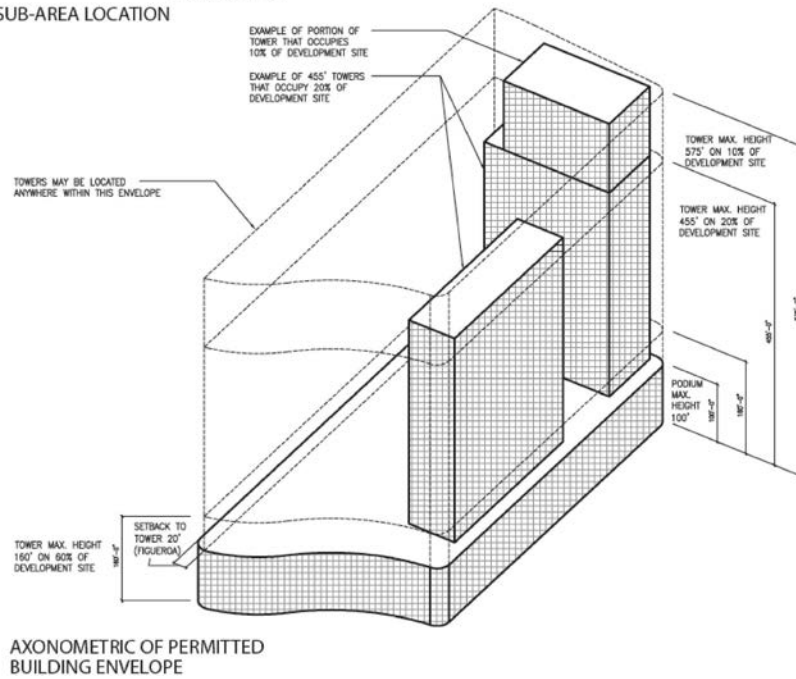


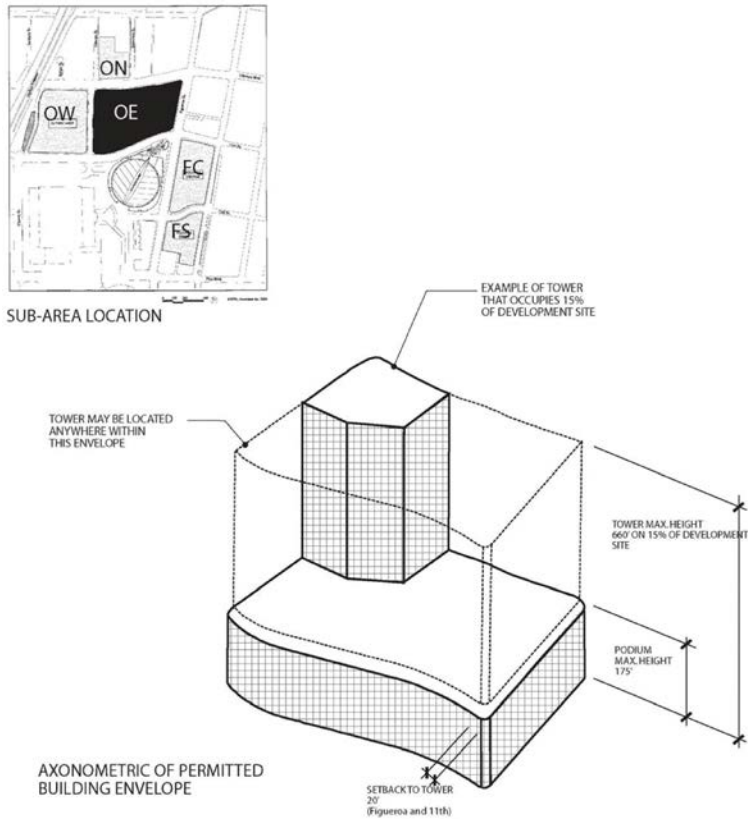
EXHIBIT 3
ALLOWABLE BUILDING HEIGHT & MASSING
FIGUEROA CENTRAL SUB-AREA



SUB-AREA LOCATION



**EXHIBIT 4
ALLOWABLE BUILDING HEIGHT & MASSING
FIGUEROA SOUTH SUB-AREA**

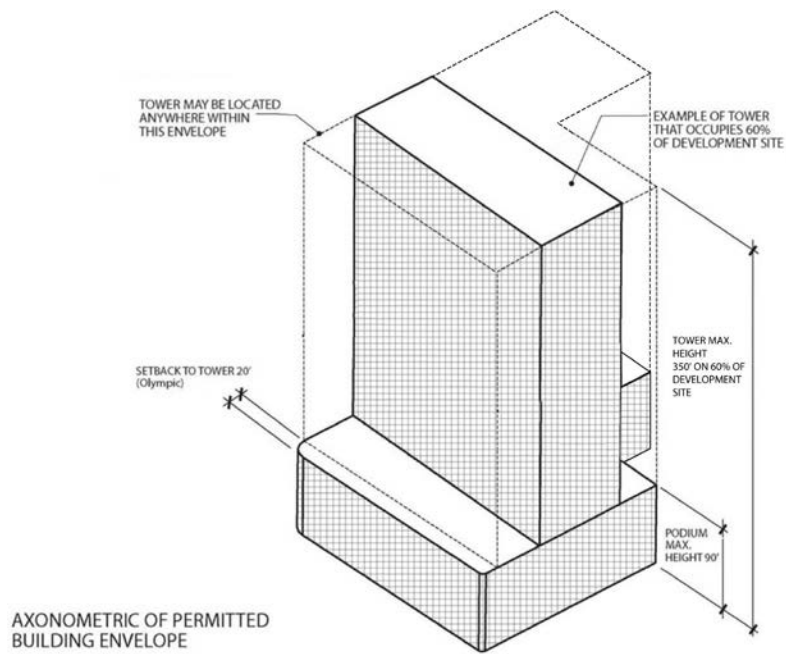


Los Angeles Sports and Entertainment District

EXHIBIT 4a
ALLOWABLE BUILDING HEIGHT & MASSING
OLYMPIC NORTH SUB-AREA



SUB-AREA LOCATION



AXONOMETRIC OF PERMITTED
BUILDING ENVELOPE

C. **Central Plaza Regulations.** The Central Plaza area shall be located within the Olympic East Subarea, as indicated on Map 2. The Central Plaza shall be open to the public during normal business hours, except for restricted access during occasional private events. It may include retail and food kiosks and carts. Hours of operation for permitted uses within the Central Plaza shall be 8:00 a.m. to 2:00 a.m., seven days a week. The Central Plaza shall be a minimum of 30,000 square feet in size, and shall be developed in accordance with those guidelines set forth in Appendix A.

D. Open Space/Landscape/Pedestrian Linkage Regulations.

1. General Open Space Requirements.

- a. A minimum total of 150,000 square feet of open space shall be provided within the Specific Plan area.
- b. Required open space may be located at or above grade, or on rooftops. Parking areas, driveways, service access and facilities shall not qualify as open space.
- c. Required open space may be provided in the form of courtyards, plazas, including the Central Plaza, pedestrian paseos, Private Setbacks, roof terraces, gardens, or other similar outdoor gathering places. Open space may be distributed throughout the Specific Plan area as set forth in ~~Map 5~~[Map 6](#).
- d. Required open space need not be dedicated to the City as publicly owned property.
- e. Open space shall be provided in accordance with the Design Guidelines set forth in Appendix A.

2. Residential Open Space Requirements. A minimum total of 150 square feet of residential open space area shall be provided for each residential unit, and may be provided in any combination of common or private residential open space areas.

- a. No more than 50 square feet of the Central Plaza per residential dwelling unit may be used to satisfy this requirement.
- b. Residential open space may be provided at or above grade, or on rooftops.
- c. Except for the Central Plaza and open space provided in connection with buildings that include both Residential Uses and Hotel Uses, common residential open space shall be devoted to the use of inhabitants of the Specific Plan area in order to be counted toward the minimum residential open space requirement. In addition, recreation rooms of at least 600 square feet may qualify for up to 25 percent of the total residential open space area requirements.
- d. Common residential open space areas shall be accessible to all residents and open to the sky, except for a pedestrian arcade or similar amenity. Additionally, a common open space area shall be a minimum of 400 square feet in area, with no horizontal dimension less than 15 feet, in order to be counted toward the residential open space requirement.

- e. Residential open space may be counted toward the total open space requirement for the Specific Plan area.
- f. A private residential open space area shall be contiguous to the dwelling unit and maintain a minimum eight foot clearance under any projection in order to be counted toward the open space requirement.

E. General Landscape Requirements.

- 1. All planted areas shall be designed and installed in compliance with the Design Guidelines set forth in Appendix A.
- 2. Open space areas, including plazas, courtyards and roof terraces, but excluding paseos, the Central Plaza and Pedestrian Linkages, shall contain a minimum of 15% planted area which can include trees, shrubs, and/or groundcovers. Planters, planter boxes and similar planting containers may be counted toward this requirement. Common residential open space areas shall contain a minimum of 25% planted area; however, this requirement does not apply to any indoor recreation room counted toward the open space requirements, pursuant to Subsection D 2 (c) above.
- 3. The Central Plaza shall contain a minimum of ten percent planted area including, but not limited to, trees, shrubs and groundcovers. Planters, planter boxes and similar planting containers may be counted toward this requirement.
- 4. Automatic Irrigation: All planted areas shall be provided with automatic irrigation systems and conform to City's water conservation requirements.
- 5. No additional landscaping shall be required for the interior of those surface parking lots that exist at the time of the adoption of this ordinance. However, perimeter landscaping of existing surface lots shall be maintained so long as the surface lot is maintained.

F. General Pedestrian Linkage Requirements.

- 1. Pedestrian Linkages shall be provided, as set forth in Exhibit 5. Pedestrian linkages shall link the Specific Plan with the following surrounding uses/districts:
 - LA Convention Center
 - ~~Crypto.com Arena~~ STAPLES Center
 - South Park District
 - 7th/Flower Metro Station
 - Pico/Flower Metro Station
 - Central Business District (CBD)
- 2. Pedestrian Linkages shall consist of attractive hardscape, landscape, lighting improvements, and directional signs. Accordingly, projects shall provide a public sidewalk width and a Private Setback width, as set forth in Appendix A. In most instances, the public sidewalk shall be 15 feet in width. However, due to limited public right-of-way, should the public sidewalk be less than 15 feet in width, the Applicant shall record a non-exclusive easement in favor of the City of Los Angeles over that portion of the adjoining Private Setback area, in order to achieve a total of 15 feet in width for public sidewalk

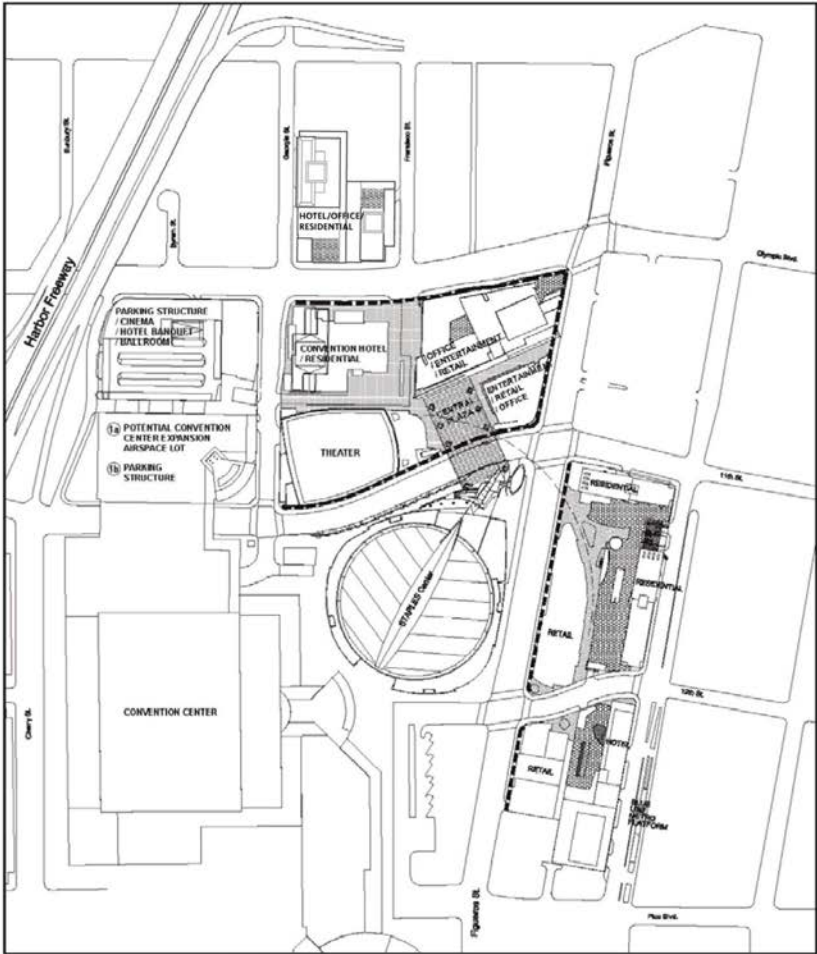
purposes. The easement shall prohibit constructions or erections of any permanent barriers, such as permanent planters, curbs or railings, but shall permit placement of temporary or movable items, such as planters, street furniture, tables, chairs or benches. The easement shall be required prior to issuance of a certificate of occupancy for the Project, and the easement shall be reviewed and approved by the City prior to recordation.

The Specific Plan requires the provision of private setbacks in certain locations to increase the width of the pedestrian realm, as required by Design Guideline 2 of Appendix A. Street furniture, sidewalk dining amenities, tables, chairs, lighting, heating, decorative dining area railings no higher than 42 inches, and other similar elements are permitted within this setback, subject to the approval of the Director of Planning. Service and washing areas, habitable structures, and dining area enclosures above 42 inches are not permitted.

Notwithstanding the above, within the Olympic East subarea only, buildings may encroach into the Private Setback area, provided that such building encroachments are 30 feet or more above grade and otherwise conform to the Design Guidelines outlined in Appendix A. Building encroachments which are less than 30 feet from grade shall be permitted only pursuant to a Director's finding that such building encroachment does not impact pedestrian uses and streetscape trees and other amenities within the Private Setback area.

3. Bus stops located along Pedestrian Linkages shall provide appropriate landing areas for pedestrian boarding or disembarking.
4. LASED Streetscape Plan. All Projects shall comply with the LASED Streetscape Plan set forth in Appendix F.
5. Prior to issuance of a certificate of occupancy for any Project, the Director may require the Applicant to record a covenant guaranteeing to the City that the Project shall improve and maintain the public right-of-way in accordance with the LASED Streetscape Plan. Prior to recordation, the City Planning Department must review and approve any required covenant.

MAP 6
GENERAL OPEN SPACE COMPONENTS



OPEN SPACE COMPONENTS

-  PLAZA / PASEO (94.9 KSF / 2.18 AC)
-  TERRACE (141.1 KSF / 3.23 AC)
-  PRIVATE SETBACK (25.8 KSF / 0.59 AC)
-  CENTRAL PLAZA (30.3 KSF / 0.70 AC)



EXHIBIT 5
PEDESTRIAN LINKAGES

Commented [A4]: Exhibit has been updated to correct previous exhibit which depicted inaccurate boundaries at the NE corner of Figueroa and Pico.



Section 11.

ELEVENTH STREET PEDESTRIAN AREA (CHICK HEARN COURT).

- A. **Purpose.** The Specific Plan permits that Eleventh Street (Chick Hearn Court), between Figueroa Street and Georgia Street, will be used as a public gathering place and a place for public activities during non-peak hour traffic periods, subject to the approval of the General Manager and pursuant to applicable State law. If the Eleventh Street Pedestrian Area is vacated or otherwise permanently closed to vehicular traffic, then it will be permanently used as a public gathering place and a place for public activities, except for restricted access during occasional private events.
- B. **Limitations on Use.** During those non-peak hour traffic periods, or when Eleventh Street is not required for use as a public right-of-way for vehicular traffic, as determined by the General Manager, retail and food kiosks and carts may be permitted within the Eleventh Street Pedestrian Area. ~~No~~ Alcoholic beverages may be sold or served within the Eleventh Street Pedestrian Area, pursuant to Section 12.A.2.
- C. **General Design Requirements.** The following requirements shall be designed and implemented subject to the approval of the General Manager.
1. The use of Eleventh Street as a Pedestrian Area shall be limited to that portion of Eleventh Street between Georgia Street and Figueroa Street.
 2. The Eleventh Street Pedestrian Area shall be developed in accordance with those guidelines set forth in Appendix A.
 3. If the Eleventh Street Pedestrian Area remains as a public right-of-way and is not vacated or otherwise permanently closed to vehicular traffic, then:
 - a. Temporary closure of the street to vehicular traffic shall be accomplished with traffic barriers, removable bollards or other devices. The Applicant shall submit a temporary closure plan to the Department of Transportation for review and approval prior to the start of any closure.
 - b. The roadway width of Eleventh Street used for vehicular traffic shall be a minimum of 65 feet and equipped with rolling curbs, removable bollards or similar devices that define the edge of the area used for vehicular traffic when operating as a through street.
 - c. Permanent street trees and planting shall be restricted to outside of vehicular space; removable planters shall be permitted within vehicular space only during those periods street closure.
 - d. Special paving treatment shall differentiate that portion of the street under temporary closure and shall complement and unify this space with the Central Plaza and Star Plaza at ~~STAPLES Center~~Crypto.com Arena satisfactory to the General Manager and to the Bureau of Engineering.
 - e. Permanent furniture shall be restricted to outside of vehicular space; removable furniture shall be permitted

within vehicular space only during those periods of street closure.

~~f. An annual closure plan shall be submitted to the Departments of Public Works and Transportation and may be included in the Annual Report provide for in any Development Agreement involving the Specific Plan area.~~

~~4. If the Eleventh Street Pedestrian Area is vacated or otherwise permanently closed to vehicular traffic, then:~~

~~a. The Eleventh Street Pedestrian Area shall primarily function as a pedestrian paseo between Georgia Street and Figueroa Street, and secondarily function to provide additional plaza space for events. The Pedestrian Area shall be open to the public, except for restricted access during occasional private events. It may include retail and food kiosks and carts. Hours of operation for permitted uses within the Pedestrian Area shall be 8:00 a.m. to 2:00 a.m., seven days a week.~~

~~b. Closure of the street to vehicular traffic shall be accomplished with landscaped traffic barriers, bollards or other devices.~~

~~a-c. The width of the Eleventh Street Pedestrian Area shall be a minimum of 85 feet. A minimum 23-foot wide Pedestrian Linkage and clear pathway for pedestrians shall also be provided from Georgia Street to Figueroa Street. Public access for pedestrians and bicyclists shall be provided at all times within the Pedestrian Linkage except when closed during occasional private events pursuant to Section 11.C.4.a. in which case uninterrupted alternative pedestrian access shall be provided from Georgia Street to Figueroa Street through the Olympic East Subarea. A pedestrian detour route plan and bicycle detour route plan shall be submitted for approval by the Department of Transportation and Department of City Planning prior to the first temporary closure of the Pedestrian Linkage.~~

~~b-d. Permanent trees and planting shall be restricted to outside the Pedestrian Linkage path.~~

~~e. Amenities, which could include by way of example special landscaping, paving treatment or art elements, shall be provided to complement and unify this space with the Central Plaza and Star Plaza at Crypto.com Arena satisfactory to the Director of City Planning.~~

~~f. No new permanent signage shall be permitted within the Pedestrian Area, except for Wayfinding Signs and pedestrian-scale signs, as may be permitted by the Director, pursuant to Section 16.A.2.B.~~

Section 12.

ON-SITE ALCOHOL CONSUMPTION REGULATIONS.

The sale and service of alcoholic beverages for on-site consumption shall be permitted. Entities that sell and serve alcoholic beverages for on-site consumption shall obtain approvals from other jurisdictions, as required, including licenses or permits from the State Department of Alcoholic Beverage Control (ABC).

A. **LASED Alcohol Use Approvals for Alcoholic Beverage Sales for On-Site Consumption.** Except as set forth below, Alcohol Use Approvals shall be allowed for the sale and service of a full line of alcoholic beverages for on-site consumption and processed pursuant to the procedures in LAMC Section 12.24 M:

1. **Establishments.** A maximum total of 38 Alcohol Use Approvals (including on-site and off-site) shall be permitted. A maximum of 35 on-site establishments, which include but are not limited to, hotels, restaurants, night clubs, theaters, cinemas, or bars, in addition to one establishment that may be allocated either as an on-site or off-site Alcohol Use Approval are permitted. An Alcohol Use Approval seeking both off-site and on-site sales (such as a wine bar) shall be allocated for purposes of this Specific Plan as an off-site use, and shall be subject to the applicable conditions of both on-site sales and off-site sales as outlined in this Specific Plan. Each hotel shall be considered a single establishment and shall be permitted to sell a full line of alcoholic beverages: (i) as part of its banquet, lobby, meeting room, pool area and room services; (ii) within mini-bars located in each guest room; and (iii) within other establishments that are physically located within the hotel. The Convention Center Hotel shall be considered a single establishment, even if it is comprised of more than one hotel on the Significant Hotel Parcel. One performing arts center shall be considered a single establishment and shall be permitted to sell a full line of alcoholic beverages. Of the 35 on-site Alcohol Use Approvals, the five on-site Alcohol Use Approvals added by Ordinance 183,913 shall be reserved for use within the Olympic East, Olympic West and Olympic North Subareas, including one for a cinema for the sale of beer and wine only on Development Site 1.
2. **Special events.** One Alcohol Use Approval shall be allocated to the Central Plaza area for special event purposes, which may be expanded to include the Eleventh Street Pedestrian Area. However, in no event may alcoholic beverages be sold or served within the Eleventh Street Pedestrian Area of the Central Plaza Area, unless it is vacated or otherwise permanently closed to vehicular traffic. If the Eleventh Street Pedestrian Area is vacated or otherwise permanently closed to vehicular traffic, alcohol beverages may be sold and served within it, subject to issuance of a modification to the Alcohol Use Approval for the Central Plaza (ZA-2007-5555-PAB), pursuant to LAMC Section 12.24.M. The Applicant shall provide, or cause to be provided, notice to the Alcohol Advisory Group, of any event in the Central Plaza and Eleventh Street Pedestrian Area in which alcohol will be sold. Notice shall be provided to the members of the Alcohol Advisory Group who have provided their current names, addresses and telephone numbers to the Applicant.
3. **Requirements regarding purchase of existing alcoholic beverage licenses.** Of the 35 on-site Alcohol Use Approvals and the two off-site Alcohol Use Approvals, and the one Alcohol Use Approval that may be allocated for either on-

site or off-site consumption, allowed by this Specific Plan, nine shall be purchased from existing State ABC licensed establishments located outside of the Specific Plan area and within the Central City Community Plan Area, the Pico Union I and II Redevelopment Project Areas, the Westlake Recovery Redevelopment Project Area, that portion of the Council District 9 Redevelopment Project Area within a five-mile radius from the intersection of 11th and Figueroa Streets, or that portion of the Adelante Eastside Redevelopment Project Area within a five-mile radius from the intersection of 11th and Figueroa Streets. Under the Alcohol Use approval process, the Director or Zoning Administrator may act to further enlarge this repurchase area to include the entire five-mile radius from the intersection of 11th and Figueroa Streets (with the exception of the Hollywood Community Plan Area), upon a demonstrated good faith effort by the Applicant and submission of the following documentation to the Director, Zoning Administrator and the Alcohol Advisory Group:

- (1) evidence of contacting the owners of all Type 20, 21, 47 and 48 licenses within the repurchase area in writing,
- (2) evidence that site visits have been conducted to all license locations within the repurchase area to determine which are active,
- (3) evidence of following up on all licenses within the repurchase area that are not operable for possible purchase,
- (4) evidence of following up on all referrals within the repurchase area of nuisance operations, and
- (5) demonstrated readiness to purchase State ABC licenses as they become available.

For every five Alcohol Use Approvals issued, at least one shall be from among the nine State ABC licenses required to be purchased from existing licensed establishments, as referenced above. In addition to these nine State ABC licenses which are required to be purchased, a good-faith effort shall be made, to the satisfaction of the Zoning Administrator, to purchase an additional three State ABC licenses from existing licensed establishments which are located outside of the Specific Plan area and within the Central City Community Plan Area, the Pico Union I and II Redevelopment Project Areas, the Westlake Recovery Redevelopment Project Area, that portion of the Council District 9 Redevelopment Project Area within a five-mile radius from the intersection of 11th and Figueroa Streets, or that portion of the Adelante Eastside Redevelopment Project Area within a five-mile radius from the intersection of 11th and Figueroa Streets. Further, of the nine State ABC licenses which are required to be purchased, there shall be a priority to acquire these licenses from establishments that have created problems in the community, as determined by the State ABC.

- B. **Conditions.** Conditions for on-site alcohol consumption, ~~consistent with the volunteered conditions identified in the Development Agreement~~ are listed in Table 1. The Zoning Administrator, or his or her designee, through the Alcohol Use Approval process, shall review applications for compliance with Table 1.

Applicants for Alcohol Use Approval shall also provide the following information, as applicable: number of seats; square footage and floor plan; signage; security measures to be provided; the proposed menu, if applicable; number of employees at any given time; minimum age requirements for patrons and enforcement measures.

- C. **Public Hearings by a Zoning Administrator.** The Zoning Administrator shall conduct public hearings on at least nine of the 38 Alcohol Use Approval applications, with particular attention to nightclubs and Sports Bars. The Zoning Administrator shall conduct a public hearing on any Alcohol Use Approval involving a wine store seeking on-site and off-site consumption. If problems arise in connection with any of the 38 Alcohol Use Approvals, the Zoning Administrator shall conduct a public hearing on that approval in consultation with the Los Angeles Police Department (LAPD).
- D. **Discontinuance of Use.** Notwithstanding LAMC Section 12.24 Q to the contrary, the 38 Alcohol Use Approvals permitted by this Specific Plan shall continue through the life of the Specific Plan. However, the Zoning Administrator may require an additional Alcohol Use Approval for replacement establishments if there is reasonable and credible evidence of nuisance activities associated with the previous establishment.
- E. **Revocation.** If the conditions of this Subsection have not been complied with, the City may give notice to the property owner or lessee of the real property affected to appear at a time and place fixed by the City and show cause why the use permitted by this Subsection should not be modified, discontinued or revoked. These proceedings shall be in accordance with LAMC Section 12.24 Z.
- F. **Notice of Actions to Alcohol Advisory Group.** The Director, or the Zoning Administrator, as applicable, shall provide notice, as set forth in this subsection, of any application filed pursuant to LAMC Section 11.5.7 G to amend this section, or of any hearing or action under this Specific Plan related to alcohol to the Alcohol Advisory Group. Notices shall be provided in accordance with the City's Early Notification System to the members of the Alcohol Advisory Group who have provided their current names, addresses and telephone numbers to the Director.
- G. **Additional Restrictions for the Figueroa Central Subarea.** There shall be a maximum of one nightclub/bar and a maximum of one Sports bar permitted within the Figueroa Central Subarea. A maximum of one alcohol use within the Figueroa Central Subarea shall be permitted to sell distilled spirits by the bottle for on-site consumption. The sale of distilled spirits by the bottle for on-site consumption shall be limited to a hotel establishment within the subarea.

Section 13.

OFF-SITE ALCOHOL CONSUMPTION REGULATIONS.

The sale and service of alcoholic beverages for off-site consumption shall be permitted. Establishments that sell alcoholic beverages for off-site consumption shall obtain approvals from other jurisdictions, as required, including licenses or permits from the ABC.

- A. **LASED Alcohol Use Approvals for Alcoholic Beverages for Off-Site Consumption.** Two Alcohol Use Approvals shall be allowed for the sale of a full line of alcoholic beverages for off-site consumption, and a third Alcohol Use Approval may be allocated for off-site consumption, if not allocated for on-site consumption, as

follows:

1. **Establishments.** A maximum total of 38 Alcohol Use Approvals (including on-site and off-site) shall be permitted. A maximum of three off-site permits shall be permitted. An Alcohol Use Approval seeking both off-site and on-site sales (such as a wine bar) shall be allocated for purposes of this Specific Plan as an off-site use, and shall be subject to the applicable conditions of both on-site sales and off-site sales as outlined in this Specific Plan.
2. **Requirements regarding purchase of existing alcoholic beverage licenses.** Of the 35 on-site Alcohol Use Approvals and the two off-site Alcohol Use Approvals allowed by this Specific Plan, and the one Alcohol Use Approval, which may be allocated for either on-site or off-site consumption, nine shall be purchased from existing State ABC licensed establishments located outside of the Specific Plan area and within the Central City Community Plan Area, the Pico Union I and II Redevelopment Project Areas, the Westlake Recovery Redevelopment Project Area, that portion of the Council District 9 Redevelopment Project Area within a five-mile radius from the intersection of 11th and Figueroa Streets, or that portion of the Adelante Eastside Redevelopment Project Area within a five-mile radius from the intersection of 11th and Figueroa Streets. Under the Alcohol Use approval process, the Director or Zoning Administrator may act to further enlarge this repurchase area to include the entire five-mile radius from the intersection of 11th and Figueroa Streets (with the exception of the Hollywood Community Plan Area), upon a demonstrated good faith effort by the applicant and submission of the following documentation to the Director, Zoning Administrator and the Alcohol Advisory Group:
 - (1) evidence of contacting the owners of all Type 20, 21, 47 and 48 licenses within the repurchase area in writing,
 - (2) evidence that site visits have been conducted to all license locations within the repurchase area to determine which are active,
 - (3) evidence of following up on all licenses within the repurchase area that are not operable for possible purchase,
 - (4) evidence of following up on all referrals within the repurchase area of nuisance operations, and
 - (5) demonstrated readiness to purchase State ABC licenses as they become available.

For every five Alcohol Use Approvals issued, at least one shall be from among the nine State ABC licenses required to be purchased from existing licensed establishments, as referenced above. In addition to these nine State ABC licenses which are required to be purchased, a good-faith effort shall be made, to the satisfaction of the Zoning Administrator, to purchase an additional three State ABC licenses from existing licensed establishments which are located outside of the Specific Plan area and within the Central City Community Plan Area, the Pico Union I and II Redevelopment Project Areas, the Westlake Recovery Redevelopment Project Area, that portion of the Council District 9 Redevelopment Project Area within a five-mile

radius from the intersection of 11th and Figueroa Streets, or that portion of the Adelante Eastside Redevelopment Project Area within a five-mile radius from the intersection of 11th and Figueroa Streets.. Further, of the nine State ABC licenses which are required to be purchased, there shall be a priority to acquire these licenses from establishments that have created problems in the community, as determined by the State ABC.

- B. **Conditions.** Conditions for off-site alcohol consumption, ~~consistent with the volunteered conditions identified in the Development Agreement~~ are listed in Table 2. The Zoning Administrator, or his or her designee, through the Alcohol Use Approval process, shall review applications for compliance with Table 2.

Applicants for Alcohol Use Approvals shall also provide the following information, as applicable: square footage and floor plan; amount of shelf space anticipated for display and sale of alcoholic beverages; signage; security measures to be provided; the number of employees at any given time.

- C. **Public Hearings by a Zoning Administrator.** The Zoning Administrator shall conduct public hearings on at least nine of the 38 Alcohol Use Approvals applications, with particular attention to nightclubs and Sports Bars, but may conduct public hearings on any of the 38 Alcohol Use Approvals. The Zoning Administrator shall conduct a public hearing on any Alcohol Use Approval involving a wine store seeking on-site and off-site consumption.
- D. **Discontinuance of Use.** Notwithstanding LAMC Section 12.24 Q to the contrary, the 38 Alcohol Use Approvals permitted by this Specific Plan shall continue through the life of the Specific Plan. However, the Zoning Administrator may require an additional Alcohol Use Approval for replacement establishments if there is reasonable and credible evidence of nuisance activities associated with the previous establishment.
- E. **Revocation.** If the conditions of this Subsection have not been complied with, the City may give notice to the property owner or lessee of the real property affected to appear at a time and place fixed by the City and show cause why the use permitted by this Subsection should not be modified, discontinued or revoked. These proceedings shall be in accordance with LAMC Section 12.24 Z.
- F. **Notice of Actions to Alcohol Advisory Group.** The Director, or the Zoning Administrator, as applicable, shall provide notice, as set forth in this subsection, of any application filed pursuant to LAMC Section 11.5.7 G to amend this section, or of any hearing or action under this Specific Plan related to alcohol to the Alcohol Advisory Group. Notices shall be provided in accordance with the City's Early Notification System to the members of the Alcohol Advisory Group who have provided their current names, addresses and telephone numbers to the Director.

TABLE 1

**CONDITIONS ~~VOLUNTEERED IN THE DEVELOPMENT AGREEMENT~~
FOR ON-SITE ALCOHOL CONSUMPTION**

1. All owners, operators, managers and employees serving and/or selling alcohol to patrons shall enroll in and complete a certified, ABC-recognized, training program for the responsible service of alcohol. This training shall be scheduled for new employees within 30 days of the opening of the establishment or within 30 days after the start of employment, whichever applies. This training shall be renewed each year by all employees who serve and/or sell alcoholic beverages. A record of the completion of this training program shall be maintained on the premises and shall be presented upon request of the Zoning Administrator.
2. The sale of distilled spirits by the bottle, for on-site consumption, is permitted at four establishments within the Specific Plan area, to be operated by experienced, high quality, licensed operators, with proven track records, in accordance with State ABC licenses and the below conditions:
 - (a) Only servers employed by the establishment may serve distilled spirits from the bottle. Patrons are prohibited from serving themselves.
 - (b) The sale of distilled spirits by the bottle shall not be permitted when minors are on the premises.
 - (c) Distilled spirits shall not be sold in bottles exceeding 750 ml.
 - (d) Patrons shall be prohibited from removing bottles of distilled spirits from the establishment.
 - (e) The sale of distilled spirits by the bottle shall not be permitted before 8:00 p.m. Patrons may not commence purchase of bottles of distilled spirits after midnight.
 - (f) At a minimum, food service shall be available from 8:00 p.m. to midnight.
 - (g) Each table where sale of distilled spirits by the bottle is permitted shall be tended to by at least one server to ensure that the requirements of these conditions are being monitored.
 - (h) The sale of distilled spirits by the bottle shall be made only to parties of two or more patrons. No more than three 750 ml bottles of spirits shall be at a table at any given time.
 - (i) For parties of two patrons, only one bottle of distilled spirits may be served at a time.
 - (j) No server may serve distilled spirits by the bottle prior to completing a training program provided by the Applicant regarding the requirements of these conditions and State ABC requirements.
 - (k) The sale of distilled spirits by the bottle shall not be permitted until the Applicant submits to the Director a copy of the training plan used to train servers regarding the requirements of these conditions.
 - (l) Within one year from the date each Alcohol Use Approval is issued for an establishment that permits the sale of distilled spirits by the bottle for on-site consumption, the Applicant shall file an application, along with a compliance report, with the Zoning Administrator's Office for a review of compliance with the above conditions. The Zoning Administrator shall review the operations of the establishment, to verify it is in compliance with the above conditions. The Zoning Administrator may impose any modification to the conditions of approval, as necessary. The Zoning Administrator shall require a public hearing for this one-year review, in addition to those public hearings referenced in Sections 12 C and 13 C of the Specific Plan. Notice of the hearing shall be provided in accordance with the City's Early Notification System

to members of the Alcohol Advisory Group who have provided their current names, addresses and telephone numbers to the Zoning Administrator.

3. No employee, while working, shall solicit or accept any alcoholic or non-alcoholic beverage from any customer while on the premises. No employee, while working, shall be engaged for the specific purpose of sitting with or otherwise spending time with customers while on the premises.
4. No booth or group seating shall be installed which completely prohibits observation of the occupants.
5. A "Designated Driver Program" shall be operated to provide an alternate driver for patrons unable to safely operate a motor vehicle. This program may include, but shall not be limited to, free non-alcoholic drinks for the designated driver of each group of patrons and promotion of the program at each table within the establishment. Each operator shall submit details of the program to the Director for review and approval prior to the opening of any facility offering alcoholic beverages.
6. A sufficient number of security personnel, as determined by the Zoning Administrator (with a minimum of one security officer for each Alcohol Use Approval), under the control of the respective property owner(s) or operator(s) of the establishment, shall be provided. In determining the sufficient number of security personnel, the Zoning Administrator shall take into account such factors as square footage, use, capacity, location, operating hours and permitted occupancy of the establishment, site layout, and other security design features that are provided. The respective property owner(s) or operator(s) of the establishment shall file a security plan detailing implementation criteria prior to the issuance of any alcohol use approval. Each security officer shall complete a training program that includes but is not limited to information regarding substance abuse and addiction, developed in consultation with the LAPD. These security personnel shall monitor and patrol areas where establishments selling alcohol for on-site consumption are located, as well as maintain order in and around the Project area. Security personnel shall be on duty during the hours of operation of the establishments and shall also be on duty thirty minutes prior to opening of the establishment and thirty minutes after closing of the establishment. The security personnel shall also patrol parking areas serving these establishments to prevent any unusual disturbances within the Project site and to assist and report, as necessary, to proper authorities any loitering, trespassing, or other criminal activities in the general vicinity of the Project site. The establishment operator shall notify the LAPD of special events as far in advance as feasible.
7. The Zoning Administrator shall consult with LAPD for recommendations regarding security measures for adequate protection to visitors and employees of the site, and impose those conditions which he or she deems to be necessary and feasible. The Zoning Administrator shall also notify the LAPD of the identity of each proposed operator of an establishment so that the LAPD can ascertain whether the operator has any prior record of criminal activity.
8. Recommendations of the Fire Department relative to fire safety shall be incorporated into all building plans, to the satisfaction of the Fire Department.
9. The Project shall include appropriate security design features for semi-public and private spaces, which may include, but shall not be limited to: access control to buildings; secured parking facilities; walls/fences with key security; lobbies, corridors and elevators equipped with electronic surveillance systems; well-illuminated public and semi-public space designed with a minimum of dead space to eliminate areas of concealment; and location of toilet facilities or building entrances in high foot traffic areas.
10. The Applicant shall provide Project plans to the LAPD prior to finalization, to allow time to review the plans regarding additional crime prevention features appropriate to the design of the Project.
11. Establishments may serve alcohol 10:00 a.m. - 2:00 a.m., 7 days per week, except that up to eight establishments, including each hotel, may serve alcohol from ~~7:00~~ 7:00 a.m. – 2:00 a.m., 7 days a week. Mini-bars located within hotel guest rooms shall not be limited in the hours of alcohol service.
12. All graffiti on the site shall be removed or painted over in the same color as the surface to which it is applied within 24 hours of its occurrence.
13. A copy of this Table shall be retained at all times on the premises in each establishment which

serves alcoholic beverages and shall be produced immediately upon the request of the Director or the LAPD.

14. Within 60 days after the issuance of the certificate of occupancy for an establishment, the Applicant shall execute a covenant acknowledging and agreeing to comply with all the terms and conditions established in this Specific Plan and record it in the County Recorder's Office. This agreement shall run with the land and be binding on any subsequent owners, heirs or assigns. The Applicant shall submit this agreement to the Zoning Administrator for approval before being recorded. After recordation, the Applicant shall provide a copy bearing the Recorder's number and date to the Zoning Administrator.
15. The Applicant shall ensure that no alcoholic beverages, which are purchased within the Applicant's establishment, are consumed on any property adjacent to the licensed premises that is under the control of the Applicant.
16. The Applicant shall be responsible for maintaining free of litter the area adjacent to the establishment that is under the control of the Applicant.
17. All public telephones shall be located within the interior of the establishment structure. No public phones shall be located on the exterior of the premises under the control of the establishment.
18. The Applicant shall monitor the area under its control, in an effort to prevent the loitering of persons about the premises.
19. Restaurants/Cafes. The following conditions shall apply to restaurants/cafes:
 - a. These establishments may include a bar or lounge area, which is separate from the main food service area of the establishment. There shall be no requirement to purchase a minimum number of drinks.
 - b. Sales of alcoholic beverages shall only be made from behind a counter where an employee of the restaurant/café obtains the product. No self-service of alcoholic beverages shall be permitted.
 - c. Sales of alcoholic beverages for consumption off the premises is prohibited. Sales of alcoholic beverages from drive-up or walk-up windows is prohibited.
 - d. For six establishments, gross annual sales of alcoholic beverages shall not exceed 50% of the total gross annual restaurant sales. For each of the remaining establishments, gross annual sales of alcoholic beverages shall not exceed 40% of the total gross annual restaurant sales.
 - e. Entertainment activities, such as live or recorded music, may be permitted so long as no less than 70% of the restaurant floor area is dedicated to food preparation, food service, eating areas, and entertainment and other areas where alcoholic beverages are not sold, such as dance floors, bowling alleys, stages and other performance areas and associated back of house areas, performance viewing areas, restrooms and storage areas.
 - f. No more than two pool tables are permitted for each restaurant.
 - g. There shall be a full-service kitchen and a full menu.
 - h. A minimum of ten of the permitted on-site consumption permits within the Specific Plan shall be for Restaurant/Cafes.
20. Sports Bar. The following conditions shall apply to Sports Bars:
 - a. These establishments may include a bar or lounge area, which is separate from the main food service area of the establishment.
 - b. Sales of alcoholic beverages for consumption off the premises is prohibited. Sales of

alcoholic beverages from drive-up or walk-up windows is prohibited.

- c. Persons under 21 years of age shall not be admitted into those areas dedicated exclusively for pool tables, a bar or a cocktail lounge after the sale of food items have been discontinued.
- d. Within one year from the date an Alcohol Use Approval is issued for a Sports Bar establishment, the Applicant shall file an application with the Zoning Administrator's office for a review of the operations of the establishment. In addition, the Applicant shall file an application with the Zoning Administrator's Office for a review of the operations of the establishment every two years thereafter, unless the Zoning Administrator determines that the two-year reviews are no longer necessary. The Zoning Administrator shall review the operations of the establishment, to verify it is in compliance with all conditions of approval. The Zoning Administrator may impose any modification to the conditions of approval, as necessary. If the Zoning Administrator deems it necessary or if there has not been compliance with the conditions imposed on the operation of the establishment, the Zoning Administrator shall require a public hearing for this one-year review, in addition to those public hearings referenced in Sections 12 C and 13 C.
- e. Each Sports Bar may include other entertainment activities, such as live or recorded music, dancing, pool tables or other coin-operated/non-coin-operated games of skill.

21. **Nightclubs/Bars.** The following conditions shall apply to nightclubs and bars:

- a. Persons under 21 years of age shall not be permitted within any Nightclub or bar when alcohol is being served. Signage shall be prominently posted on the exterior of the establishment, stating this age restriction.
- b. Within one year from the date an Alcohol Use Approval is issued for a Nightclub establishment, the Applicant shall file an application with the Zoning Administration's office for a review of the operations of the establishment. In addition, the Applicant shall file an application with the Zoning Administrator's Office for a review of the operations of the establishment every two years thereafter, unless the Zoning Administrator determines that the two-year reviews are no longer necessary. The Zoning Administrator shall review the operations of the establishment, to verify it is in compliance with all conditions of approval. The Zoning Administrator may impose any modification to the conditions of approval, as necessary. If the Zoning Administrator deems it necessary or if there has not been compliance with the conditions imposed on the operation of the establishment, the Zoning Administrator shall require a public hearing for this one-year review, in addition to those public hearings referenced in Sections 12 C and 13 C.

22. **Cinemas.** The following conditions shall apply to cinemas:

- a. Sales of alcoholic beverages shall be only made from behind a counter, including a concession stand, portable stand or bar, or fixed bar, or by patrons making an order to a server to the occupant of the seating area. Sales or service of alcoholic beverages by individual ambulatory vendors, commonly known as "hawkers," is prohibited, and no server may carry a supply of unordered alcoholic beverages.
- b. Sales of alcoholic beverages for consumption off the premises is prohibited.
- c. Gross annual sales of alcoholic beverages shall not exceed 50% of the total gross annual food and beverage sales.
- d. No more than two (2) alcoholic beverages shall be sold or served to any one (1) person during any purchase transaction.
- e. Alcoholic beverages shall be served in non-glass containers that differ significantly in appearance from non-glass containers used for non-alcoholic beverages.
- f. At all times when the Applicant is serving alcoholic beverages, an employee shall enter and monitor activity within each Cinema auditorium no less than every 30 minutes, and lighting within auditoria shall remain at a sufficient level to allow employees to monitor alcoholic beverage

consumption.

g. Applicant shall post signs that state "No Alcoholic Beverages Beyond This Point" at all Cinema exits.

h. No employee under 18 years of age may serve or sell alcoholic beverages.

23. Sales of alcohol for off-site consumption shall be prohibited.

TABLE 2

**CONDITIONS VOLUNTEERED IN THE DEVELOPMENT AGREEMENT
FOR OFF-SITE ALCOHOL CONSUMPTION.**

1. All owners, operators, managers and employees serving and/or selling alcohol to patrons shall enroll in and complete a certified, ABC-recognized, training program for the responsible service of alcohol. This training shall be scheduled for new employees within 30 days of the opening of the establishment or within 30 days after the start of employment, whichever applies. This training shall be renewed each year by all employees who serve and/or sell alcoholic beverages. A record of the completion of this training program shall be maintained on the premises and shall be presented upon request of the Zoning Administrator.
2. Of the two Alcohol Use Approvals for off-site consumption, which are permitted by this section, and one Alcohol Use Approval that may be allocated to off-site consumption if not allocated to on-site consumption, one shall be located and operated in conjunction with the residential components of the Specific Plan, such as a grocery store, drug store, or similar uses that are intended to primarily serve the residential uses in the Specific Plan area.
3. No employee, while working, shall solicit or accept any alcoholic beverage from any customer while on the premises.
4. A sufficient number of security personnel, as determined by the Zoning Administrator (with a minimum of one security officer for each Alcohol Use Approval), under the control of the respective property owners or operators of the establishment, shall be provided. Each security officer shall complete a training program that includes but is not limited to information regarding substance abuse and addiction, developed in consultation with the Los Angeles Police Department (LAPD). These security personnel shall monitor and patrol areas where establishments selling alcohol for off-site consumption are located, as well as maintain order in and around the Project area. Security personnel shall be on duty during the hours of operation of the establishments and shall also be on duty thirty minutes prior to opening of the establishment and thirty minutes after closing of the establishment. The security personnel shall also patrol parking areas serving these establishments to prevent any unusual disturbances within the Project site and to assist and report, as necessary, to proper authorities any loitering, trespassing, or other criminal activities in the general vicinity of the Project site. The LAPD shall be notified of special events as far in advance as feasible.
5. The Zoning Administrator, or his/her designee, shall consult with LAPD for recommendations regarding security measures for adequate protection to visitors and employees of the site, and impose those conditions which he or she deems to be necessary and feasible. The Zoning Administrator shall also notify the LAPD of the identity of each proposed operator of an establishment so that the LAPD can ascertain whether the operator has any prior record of criminal activity.
6. The Project shall include appropriate security design features for semi-public and private spaces, which may include, but shall not be limited to: access control to buildings; secured parking facilities; walls/fences with key security; lobbies, corridors and elevators equipped with electronic surveillance systems; well-illuminated public and semi-public space designed with a minimum of dead space to eliminate areas of concealment; and location of toilet facilities or building entrances in high foot traffic areas.
7. The Applicant shall provide Project plans to the LAPD prior to finalization, to allow time to review the plans regarding additional crime prevention features appropriate to the design of the Project.
8. A copy of this Table shall be retained at all times on the premises in each establishment that sells alcoholic beverages and shall be produced immediately upon the request of the Director or the LAPD.
9. Within 60 days after the issuance of the certificate of occupancy for an establishment, the Applicant shall execute a covenant acknowledging and agreeing to comply with all the terms, conditions established in this Specific Plan and shall record the agreement in the County Recorder's Office. The agreement shall run with the land and shall be binding on any subsequent owners, heirs or assigns. The agreement must be submitted to the Zoning Administrator for approval before being

recorded. After recordation, the Applicant shall provide a copy bearing the Recorder's number and date to the Zoning Administrator.

10. Sales of alcoholic beverages from drive-up or walk-up windows is prohibited.
11. The Applicant shall ensure that no alcoholic beverages which are purchased within the Applicant's establishment are consumed on any property adjacent to the licensed premises that is under the control of the Applicant.
12. The Applicant shall be responsible for maintaining free of litter the area adjacent to the establishment, which is under the control of the Applicant.
13. All public telephones shall be located within the interior of the establishment structure. No public phones shall be located on the exterior of the premises under the control of the establishment.
14. All graffiti on the site shall be removed or painted over in the same color as the surface to which it is applied within 24 hours after its occurrence.
15. The Applicant shall monitor the area under its control, in an effort to prevent the loitering of persons about the premises.
16. Drug Stores/Grocery Stores. The following conditions shall apply to Drug Stores and Grocery Stores:
 - a. The sales of alcoholic beverages shall be permitted only between the hours of 10:00 a.m. and 10:00 p.m., seven days a week.
 - b. No wine shall be sold with an alcoholic content of greater than 15% by volume, except for "dinner wines" which have been aged two years or more and which are maintained in corked bottles.
 - c. The sale of beer or malt beverages in individual containers of one quart, 22 ounces or 32 ounces is prohibited. No beer or malt beverages may be sold in quantities of less than six containers per sale.
 - d. Beer, malt beverages and wine coolers in individual containers of 16 ounces or less is prohibited. These individual containers that are 16 ounces or less must be sold in manufacturer's pre-packaged, multi-unit quantities.
 - e. Wine and distilled spirits shall not be sold in bottles or containers smaller than 750 milliliters. Beer coolers, wine coolers or pre-mixed distilled spirit cocktails must be sold in manufacturer's pre-packaged, multi-unit quantities.
17. On-site consumption of alcoholic beverages may be permitted when provided in conjunction with a gourmet wine store. The gourmet wine store may serve alcohol for on-site consumption from 10:00 a.m. to 2:00 a.m., seven days per week. The following additional conditions shall apply to wine tasting:
 - a. The owner or operator shall maintain a record of wines used for wine tastings. Records of wines consumed at wine tastings on-site or of those furnished by the establishment to any organization for wine tasting off-site shall include the date of the tasting, name and address of licensee, name of the organization if applicable, the address of the tasting if not conducted on the applicant's premises, and the brand, type, and quantity of each wine used. Wine tasting records shall be retained for a period of three years, and provided to the Zoning Administrator when requested.
 - b. Dump buckets shall be provided in conjunction with wine tasting.
 - c. Non-alcoholic beverages, in addition to water, shall be served.

- d. No person under the legal age of 21 or any person who appears to be intoxicated shall be served an alcoholic beverage.
- e. Food or snacks shall be provided in conjunction with wine tasting.

Section 14.

TRANSPORTATION AND PARKING REGULATIONS.

- A. **Project Trip Generation.** In conjunction with each Project Permit Compliance Review application, the Applicant shall calculate the number of Trips for a Project and submit the calculation to the General Manager for review and approval. The calculation of Trips for each Project shall be based on the Trip Generation Table in Appendix B. The City Planning Commission, after notice and hearing, may for good cause, revise the Trip Generation Table based upon the recommendations of the Director and the General Manager.

Trips for a Project having more than one use shall be calculated by adding together the Trips generated by the proportion of Floor Area of the Project devoted to each use unless the General Manager, based on reasonable methods, determines otherwise.

The General Manager shall use reasonable methods to determine the appropriate number of Trips for Projects which include a use not listed in the Trip Generation Table or a recognized data source, such as the Institute of Transportation Engineers (ITE) Trip Generation tables.

The General Manager's determination shall reflect the anticipated effect of the Pass-By Trips, use of transit, trips remaining internal to the Project, Trips generated by existing uses on the Project site, trips related jointly to ~~STAPLES Center~~[Crypto.com Arena](#) and Los Angeles Convention Center, and implementation of other transportation demand management measures.

The Applicant may appeal the General Manager's calculation of Trips to the Area Planning Commission within 15 days from the date of mailing of the General Manager's written determination. Upon appeal, the Commission shall, for good cause, sustain, reverse or modify the General Manager's calculation within 30 days of the filing of the appeal. If the Commission fails to act within this specified time, the calculation by the General Manager shall be the final determination.

B. Required Traffic Improvements.

1. **Phasing Plan.** Prior to the issuance of the first Project Permit Compliance, the Applicant shall submit a Traffic Mitigation Phasing Plan (TMPP) to the General Manager for approval. The Plan shall identify which improvements must be constructed in connection with individual development sites. The General Manager, in consultation with the Director and the Applicant, may modify the approved TMPP, if he or she determines the TMPP to be infeasible.
2. **Improvement Assignments.** Prior to the issuance of a Project Permit Compliance Review approval for a Project, the General Manager, in consultation with the Director of Planning and the applicant, shall assign traffic improvements to the Project, from the list in Appendix C. Applicants may seek assignment of Project traffic improvements for individual trips, or for entire phases of development.
3. **Guarantee of Traffic Improvements.**
 - a. **Traffic Improvements.** Prior to issuance of a building permit for a Project, the Applicant shall guarantee to the satisfaction of the General Manager, the construction of any

traffic improvements for which the Project Applicant is responsible. Prior to the issuance of a certificate of occupancy, the Project Applicant shall provide improvement design plans satisfactory to the General Manager, and shall construct, the assigned traffic improvement. If the General Manager determines that construction of the assigned traffic improvement is infeasible at the time the Applicant seeks a certificate of occupancy, then the Applicant shall pay the cost of or provide a suitable guarantee for the improvement to the satisfaction of the General Manager.

- b. **Fair Share Traffic Improvements for Harbor Freeway 9th Street Northbound Off-Ramp.** The Project Applicant shall provide suitable guarantees for the Project's fair share of the costs of improvements (including the cost of preparing the Project Study Report) to the northbound 9th street off-ramp from the Harbor Freeway, to the satisfaction of the General Manager. The Project Study Report shall meet the requirements set by the State Department of Transportation (CALTRANS) for this improvement.
- c. **Guarantee Provisions.** Any guarantee required pursuant to this Section may be satisfied by a letter of credit, surety bond or other suitable guarantee satisfactory to the City Engineer and the General Manager.
4. **Traffic Improvement Modifications.** The General Manager, at the request of the Applicant, may determine the implementation of any transportation improvement listed in Appendix C is infeasible and should be substituted with a comparable transportation improvement of equivalent cost or effectiveness. In that situation, the General Manager, in consultation with the Director, may modify or substitute the traffic improvement, provided the General Manager meets with the Applicant and determines what alternate and/or additional mitigation measures shall be implemented by the Applicant in order to meet the objectives of this subsection.

C. Transportation Demand Management (TDM) Regulations.

1. **Transportation Management Organization (TMO).** The owners of property within the Specific Plan area shall establish a TDM Plan approved by the General Manager. In order to implement this TDM Plan, the owners of property within the Specific Plan area shall establish a TMO, in which owners or property and tenants within the Specific Plan area shall participate. Participation in the TMO shall be required as a term of the tenant's lease with the owners of property within the Specific Plan area or with the management firm.
2. **Implementation.** Owners of property within the Specific Plan area shall submit an annual TDM report to the TMO, which shall submit one consolidated annual report to the General Manager. The General Manager shall review the annual report, to verify that development in the Specific Plan area has not exceeded environmental thresholds related to traffic and parking, based on Appendix B and the Parking Requirements Table, set forth in this Specific Plan.
3. **TDM Measures.** The TMO may utilize those incentives or other measures it determines appropriate within its TDM Plan. These measures may include, but are not limited to the following:

- Building and site design elements that facilitate employee/visitor Trip reduction efforts.
- Conveniently located loading and unloading areas for high-occupancy vehicles (HOVs).
- Bicycle facilities.
- Preferential parking for HOVs.
- Conveniently located public transit stops.
- Educational programs or materials on ridesharing/transit services for employees or visitors of the Specific Plan area.
- Sale of transit passes.
- Provision of ridesharing coordination services.

D. Parking Regulations.

1. **Supersedes LAMC requirements.** Where this Specific Plan contains language or standards that require more parking or permit less parking than LAMC Section 12.21, this Specific Plan shall supersede the LAMC.
2. **Parking Requirements.** The following minimum parking ratios shall apply to uses within the Specific Plan area:

Parking Requirements Table

Land Use	Parking Requirements
Arena	2,198 spaces for the STAPLES
Center Crypto.com arena.	
Entertainment	
Theater	1 space/10 seats
Night Club/Sports Bar	1 space/100 sf
Museum	1 space/100 sf
Convention Center Use	3.65 space/1,000 sf*
Health Club	1 space/1,000 sf
Hotel**	
Banquet Room	1 space/100 sf
Guest Rooms	.5 space/room for first 20 rooms .25 space/room for next 20 rooms .16 space/room for remaining rooms
Medical Office	1 space/1,000 sf
Office	1 space/1,000 sf (maximum)
Residential	1.25 space/dwelling unit
Assisted/Elderly units	.5 space/room for first 20 rooms .25 space/room for next 20 rooms .16 space/room for remaining rooms
Restaurant	1 space/1,000 sf
Retail	1 space/1,000 sf
Telecom facility	1 space/10,000 sf

* Uses ancillary to the operation of a hotel shall not be subject to a separate parking requirement.

However, the parking rate for office use within the existing Traffic Impact Zone (north of Olympic Blvd.) shall be 0.6 sp/1,000 square feet. When the downtown parking requirements are modified by the Community Plan Update, ~~as recommended by City Planning Commission action dated November 12, 1998,~~ those modified parking requirements ~~shall apply~~may be utilized within this Specific Plan.

3. **Location of Parking.** Parking required by this Specific Plan for an individual Project may be located at any location within the Specific Plan area or within 1500 feet of the Specific Plan boundary by covenant, lease, license or other arrangement to the satisfaction of the Director. Parking shall be distributed throughout the Specific Plan area, to ensure convenient access by all individual Projects.
4. **Shared parking requirements.** The Director of Planning, in consultation with the General Manager, may authorize shared use parking, based upon a finding that adequate parking will be provided. The Applicant shall prepare a shared parking analysis for approval by the Director and the General Manager.
5. **Reduced parking requirements.** The Director of Planning, in consultation with the General Manager, may authorize the reduction of these minimum parking requirements, based upon a finding that adequate parking will be provided. No reduction may exceed 10% of the minimum parking requirements established by this Specific Plan. The Applicant shall prepare a reduced parking analysis for approval by the Director and the General Manager.

Section 15.

TRANSFER OF FLOOR AREA.

Except as provided in Section 6 of this Specific Plan, Owners of a lot located within the Specific Plan area may transfer unused permitted Floor Area to another lot within the Specific Plan area, or may transfer unused permitted Floor Area into the Unused Floor Area Pool, pursuant to the procedures of this Section. In addition, owners of a lot located within the Specific Plan area may transfer unused permitted Floor Area to another lot outside of the Specific Plan area pursuant to Article 4.5 of the LAMC, LAMC Section 12.24 W 19 and the procedures set forth below in Subdivision 2 (b), (c) and (d).

- A. **Limitation.** Any Project constructed with transferred Floor Area shall comply with all regulations set forth in this Specific Plan.
- B. **Procedures.** The Director shall approve the transfer of unused permitted Floor Area if it meets the following procedures:
 - 1. An applicant shall submit to the Director, a request for the Transfer. The request shall indicate the Donor Site, the Receiver Site and the amount of Floor Area to be transferred. If the request is to transfer Floor Area from a Donor Site to the Unused Floor Area Pool, then the request shall so indicate, and shall state the amount of Floor Area to be transferred. If the request is to transfer Floor Area from the Unused Floor Area Pool to a Receiver Site, then the request shall so indicate, and shall state the amount of Floor Area to be transferred.
 - 2. The Director shall establish and maintain a record of all transfers pursuant to this Specific Plan. The Director shall include this record as part of the LASED Annual Report to the Area Planning Commission. The Transfer record shall be available for public inspection.
 - 3. The Director shall verify that the Donor Site contains adequate unused Floor Area to be transferred to the Receiver Site or to the Unused Floor Area Pool.
 - 4. Any transfer approved pursuant to this Section shall be evidenced, prior to the issuance of a building permit, by an executed and recorded covenant approved by the Director. Where the Floor Area is being transferred to a Receiver Site, it shall be executed and recorded against both the Donor Site and Receiver Site. Where the Floor Area is being transferred to the Unused Floor Area Pool, the covenant shall be executed and recorded against the Donor Site. The covenant shall specify the total Floor Area being transferred from, and any remaining Floor Area at, the Donor Site and shall restrict further development on the Donor Site to that amount of Floor Area, if any, remaining, unless additional Floor Area is subsequently transferred to the Donor Site. After recordation, a copy bearing the Recorder's number and date shall be furnished to the Director and the General Manager for their records.

Section 16.

SIGNAGE.

A. Specific Plan Compliance Requirements.

1. **Prohibition.** The Department of Building and Safety (LADBS) shall not issue a permit for a sign unless the sign complies with the requirements of this Section, as determined by the Director of Planning. Unless otherwise specified in this Specific Plan to the contrary, all signs shall comply with the provisions of LAMC [Chapter 1, Article 4.4, Section 14.4.1, et seq.](#); Chapter II, Article 8, Section 28.00, et seq.; Chapter VI, Article 7, Section 67.00, et seq.; and Chapter IX, Article 1, Division 62.

2. **Review Procedure.**

a. **Review Processes.** The Applicant shall submit ~~three copies of the sign plans~~ drawn to scale, indicating the sign area, sign type, sign height, placement, lettering styles, materials, colors and lighting methods for the proposed sign(s). The application shall also identify the Sign District location, as shown graphically on Map 8, the proposed location of the sign, and indicate conformance with the requirements specified for that location as set forth in Subsection C of this section.

1) **Planning Department Sign Off Required.** A permit may be issued by LADBS for the following type of signs with only a Planning Department sign off on the permit application:

- a. Aerial View Sign
- b. Architectural Ledge Sign
- c. Awning Sign
- d. Banner Sign
- e. Channel Letter Sign
- f. Inflatable Signs
- g. Ground Mounted Sign
- h. Temporary Sign in Sign District A-1
- i. Tenant ID Sign
- j. Wall Sign up to 1,500 square feet in area
- k. Wayfinding Sign

Upon review and approval that the sign complies with the requirements of this Section, the Director shall stamp, sign, and date the permit application plans which shall be given to LADBS prior to the issuance of any permit to ensure consistency in the permitting process.

2) **Sign Application Required.** No permit shall be issued by LADBS for the following types of signs unless the

Director has issued a Sign Application Compliance approval, or ~~unless the Area Planning Commission has issued a Comprehensive Sign Plan Review approval, pursuant to the procedures set forth in this section~~ LAMC 11.5.7 C and findings identified in subsection (e) below:

- a. Animated Sign
- b. Building I.D. Sign
- c. Electronic Message Display Sign
- d. Freeway Edge Sign
- e. Plaza Tower Sign
- f. Projected Image Sign
- g. Projecting Sign
- h. Roof Sign
- i. Supergraphic Sign
- j. Temporary Signs in Sign District A, B, C
- k. Wall Sign greater than 1,500 square feet in area
- l. any other signs which are permitted by the LAMC and are not prohibited by this Specific Plan

Applicants may apply for sign approvals for individual signs or for projects which have been granted a Project Permit Compliance Review, through approval of a sign application by the Director. The Applicant may submit a sign application following the Project Permit Compliance Review or simultaneously with the Project Permit Compliance Review. Applicants may apply for sign approvals for multiple block areas through approval of a ~~c~~Comprehensive ~~s~~Sign ~~program~~Plan Review by the Area Planning Commission. The Director shall make a determination of whether the sign(s) complies with the requirements of this Specific Plan within 30 days from the date the application is deemed complete, unless the time limit is extended by mutual consent of the Applicant and the Director.

- b. **Sign Application Compliance.** Prior to issuance of any permit for a sign or sign support structure not eligible for sign off pursuant to Paragraph (a)(1) of this subdivision, the Applicant shall submit a sign application for review by the Director. The Applicant shall submit ~~three copies of the~~ sign plan drawn to scale, indicating the sign area, sign type, sign height, placement, lettering styles, materials, colors and lighting methods for the proposed sign(s). The application shall also identify the Sign District location, as shown graphically on Map 8, the proposed location of the sign, and indicate conformance with the requirements specified for that location as set forth in Subsection C of this

section. Approval of a Sign Plan Application shall be based on traffic safety, conformance with the sign regulations of this Specific Plan, and a determination that the design of a proposed sign(s) is in keeping with the ~~character of this the architectural and landscape character of the surrounding development and the~~ Specific Plan as provided for in the Design Guidelines for Signs (Appendix A). Prior to the issuance of any permit, the Director shall stamp, sign, and date an approved sign plan to be given to LADBS to ensure consistency in the permitting process.

~~e. Comprehensive Sign Plan Review.~~ An applicant may submit a Comprehensive Sign Plan Application for consideration by the Area Planning Commission.

~~(1) Area Planning Commission Review.~~ The Director shall prepare a recommendation to the Area Planning Commission regarding each Comprehensive Sign Plan Application. The Area Planning Commission may approve, approve with modification, or disapprove a Comprehensive Sign Plan. Actions of the Area Planning Commission with regard to Comprehensive Sign Plans shall be based on consideration of the design intent of the design Guidelines for Signs, Appendix A Design Guideline

~~20, traffic safety, and the compatibility of the proposed sign with the architectural and landscape character of the surrounding development.~~

~~(2) Comprehensive Sign Plan Application.~~ Applicants seeking a Comprehensive Sign Plan Review by the Area Planning Commission shall submit a Comprehensive Sign Plan application to the Department of City Planning. The Applicant shall submit three copies of the Comprehensive Sign Plan drawn to scale, indicating the sign area, sign height, placement, lettering styles, materials, colors, lighting methods for the proposed signs, and elevations showing sign placement on structures and adjacent development. There can be only one Comprehensive Sign Plan for each Project located in the Specific Plan area. The application shall also identify the Sign District location(s), as shown graphically on Map 8, where the signs are proposed, and indicate conformance with the requirements specified for that location as set forth in Subsection C of this section.

~~cd. Fee.~~ A ~~Sign Application Compliance~~ submittal shall be accompanied by a fee equal to the fee required for sign reviews pursuant to LAMC Section 19.01 ~~GQ~~. A Comprehensive Sign Plan application submittal shall be accompanied by a fee equal to the fee required for ~~All Other Reviews Standard Cases~~ for Specific Plan ~~Design Review Project Permit Compliance~~ Approval in LAMC Section 19.01 ~~GQ~~.

~~e. Time Limit.~~ The Director shall approve, disapprove, or approve with conditions a sign application within 30 days from the date the application is deemed complete, unless the time limit is extended by mutual consent of the Applicant and the Director. The Area Planning Commission shall approve, disapprove, or approve with conditions a proposed Comprehensive Sign Plan within 75 days from the date the application is deemed complete, unless the time limit is extended by mutual consent of the Applicant and the Director.

ef. Findings Required for Sign Application Compliance.

~~Signs within this Specific Plan area shall not be subject to the Project Permit Compliance Review procedure.~~ Signs shall be reviewed for consistency with all applicable sections of the Specific Plan. ~~A Sign Application Compliance~~ **Signage** approval may be conditioned per applicable regulations and guidelines of the Specific Plan. Prior to approval of a Sign Application, the Director shall make the following findings:

- 1) All proposed signs are appropriately scaled to the architectural character of all buildings, existing signs, and structures on the lot;
- 2) All existing and proposed signs result in a complementary enhancement to the architecture and open spaces on the lot, and result in a visually uncluttered appearance;
- 3) The proposed signs comply with all of the applicable sign regulations of this section, including sign area, total signage facade coverage, sign type, sign height, and operating hours; and
- 4) The proposed signs comply with all applicable sign guidelines found in Appendix A of the Specific Plan.

g. Appeal Process. ~~The Director's determination shall be mailed to adjacent property owners. An Applicant or any other person aggrieved by the Director's determination regarding a sign application may appeal the Director's determination to the Area Planning Commission. An Applicant or any other person aggrieved by the Area Planning Commission's determination regarding a Comprehensive Sign Plan Application may appeal to the City Council. The appeal shall be filed within 15 days of the date of the determination on forms provided by the Department. The appeal shall set forth specifically the points at issue, the reasons for the appeal, and the basis upon which the appellant claims there was an error by the Director in acting on a sign application or the Area Planning Commission acting on a Comprehensive Sign Plan Application.~~

B. Definitions. The following terms whenever used in this Section are defined below or cross-referenced to definitions used in the LAMC. To the extent that other terms used in this section are not listed below but are defined in the LAMC, those definitions shall apply. Sign Districts shall be as shown on Map 8. The definitions set forth in this section are intended to encompass future technologies and materials which may be utilized in the construction or implementation of the signs permitted.

Aerial View Sign: A sign that is applied or placed upon the roof surface, approximately parallel with the roof plane, intended to be viewed from the sky. An Aerial View Sign shall not be visible from any adjacent public right-of-way.

Animated Sign: A sign that contains images, parts or illumination which flash, change, move, stream, scroll, blink or otherwise incorporate motion.

Architectural Ledge Sign: A sign with individual channel letters, numbers, symbols or icons, which stand atop a horizontal projection forming a narrow shelf on a wall or architectural projection.

Arena Sign: A sign that includes, but is not limited to, the logo and or name of the sports and entertainment complex at the southwest corner of the intersection of Figueroa Street and 11th Street.

Awning Sign: A sign located anywhere on the surface of an awning.

Banner Sign: A sign that is generally constructed of fabric, canvas, metal or similar material and that is attached to a pole or building and is fixed in place.

Building I.D. Sign: A sign that is limited to a company logo, name of building, business, or destination.

Channel Letters Sign: Multi-dimensional, individually cut letters, numbers or figures which are affixed to a building or structure.

Electronic Message Display Sign: A sign that displays still images, scrolling images or moving images, including video and animation, utilizing a series or grid of lights that may be changed by electronic means, including cathode ray, light emitting diode display (LED), plasma screen, liquid crystal display (LCD), fiber optic, or other electronic media or technology.

Freeway Edge Sign: A sign that may consist of a Ground Mounted, Projecting, or Wall Sign within Sign District B which faces the I-110 Freeway.

Ground Mounted Sign: A sign that is free-standing, mounted to the ground and does not use columns, poles or uprights as its primary, visual structural support.

Inflatable Sign: An object that is inflated with cold air, hot air, helium or a lighter-than-air substance. It may be of various shapes, made of flexible fabric, and may be equipped with a portable blower motor that provides a constant flow of air into the device. Inflatable Signs are restrained, attached, or held in place by a cord, rope, cable or similar method.

Large-scale Architectural Lighting: Lighting elements placed on a significant portion of a building's facade to highlight or accentuate vertical, horizontal, or other elements of the structure's architecture.

Non-animated Sign: Any sign other than an Animated Sign. For purposes of this Specific Plan, a sign which has images, parts or illumination that change less than once every hour shall be considered a Non-animated Sign.

Off-site Sign: Any sign other than an On-site Sign.

On-site Sign: A sign which identifies or promotes a facility, use, business, product, service, profession, commodity, activity, exhibition, display, promotion, presentation, event, person, institution, or sponsor of any of the foregoing, which is conducted, sold, manufactured, produced, exhibited, displayed, promoted, presented, broadcast, televised, offered or occurring within this Specific Plan area, Staples Arena, or the Convention Center,

including any incidental facility, use, business, product, service, profession, commodity, activity, exhibition, display, promotion, presentation, event, person or institution.

Plaza Tower Sign: A sign that consists of a free-standing multi-sided structure, located only within the Central Plaza. A Plaza Tower Sign may consist of, but shall not be limited to, an Electronic Message Display Sign, a Projected Image Sign, or a Supergraphic Sign and located only within Sign District A-1. A Plaza Tower Sign shall not be considered to be a Pole Sign, as defined by LAMC Sec. [14.4.291.6203](#), or a Ground Mounted Sign.

Projected Image: An image projected on the face of a wall from a distant electronic device, such that the image does not originate from the plane of the wall. A Projected Image shall count as sign area.

Projecting Sign: A sign, other than a Wall Sign, that is attached to a building or structure and projects outward and/or upward from the wall of a building or structure and contains one or more sign faces.

Roof Sign: A sign erected upon a roof of a building. For purposes of this ordinance, a Roof Sign shall be limited to freestanding letters or characters which are not applied or attached to any background structure, building or material, except as necessary to support. Except for Building I.D. signs [and the Arena Sign](#), Roof signs ~~signs~~ Signs shall be framed by a higher building wall, so that the display does not break the skyline when viewed at a distance of 500 feet from any public street.

Sign: Any display board, wall, screen, projected image, object, or any other material or medium used to announce, declare, demonstrate, display or otherwise present a message and attract the attention of the public.

Sign Height: Shall be measured from the adjacent finished grade to the top of the sign.

Supergraphic Sign: A sign which consists of an image, with or without written text, which is applied to and made integral with a wall, projected onto a wall, illuminated by LED or other pixilated lighting where permitted, or printed on vinyl, mesh, window film, or other material supported and attached to a wall or window by an adhesive and/or by using stranded cable and eye-bolts and/or other materials or methods.

Temporary Sign: Any sign that is to be maintained for a limited duration, not to exceed 60 days in duration, and not to exceed a total of 90 days per year on a single building facade, and which is not permanently affixed to the ground, a building or structure. Temporary Signs include Inflatable Signs. Temporary Signs shall count as sign area, except as provided for in Subsection C 5 a of this section.

Tenant I.D. Sign: A sign that is limited to a company logo or the name of a business.

Wall Mural: A painted or digitally produced image generally large in scale, which is incorporated onto the facade of a building. Wall Murals shall count as sign area.

Wall Sign: A sign attached to, painted on or erected against the wall and/or parapet of a building or structure, with the exposed face of the sign on a plane approximately parallel to the plane of the

wall.

Wayfinding Sign: A pedestrian or auto oriented sign which indicates the route to, direction of or location of a given goal, or which provides regulatory or service information of a non- advertising character.

Window Sign: A sign placed directly behind a building window and intended to be visible from the exterior of the building. A Window Sign does not include a Supergraphic Sign or Wall Mural Sign.

C. General Requirements:

1. **General Requirements of LAMC.** The intent of this Specific Plan is to create a vibrant and animated entertainment district, with dynamic and creative signage, including many signs that are not otherwise permitted by the LAMC. Except as otherwise provided, and pursuant to Section 3J of this Specific Plan, LAMC Sections ~~91.6201 et seq., 14.00 et seq., and 91.6205.6.1, 91.6205.6.2, 91.6205.11.2, 91.6205.11.4, 91.6205.11.7, 91.6205.11.8, 91.6205.12, 91.6205.13, 91.6207-91.6215, 91.6216.2, 91.6216.3, 91.6217-91.6219, 28.10, 28.11, 67.02(a) and 67.29~~ shall be superseded by this Specific Plan.
2. **Permitted Signs.** Except as otherwise provided in Subdivision 3, below, all signs defined in subsection B above and signs which are otherwise permitted by the LAMC shall be permitted, as set forth in this Specific Plan.
3. **Prohibited Signs.** Except as otherwise provided, the following signs shall be prohibited:
 - a. Internally Illuminated Awnings.
 - b. Conventional plastic faced box, canister, or cabinet signs.
 - c. Formed plastic faced box or injection molded plastic signs.
 - d. Luminous vacuum formed letters.
 - e. Odor-producing signs.
 - f. Any sign covering windows, with the exception of Supergraphic Signs which shall maintain outward views from windows.
 - g. Pole Signs.
 - h. Sandwich board signs.
 - i. Off-site signs
4. **Hazard Review.** Signs that adhere to the regulations outlined in Tables 3,4,5,6, and 7 of this Specific Plan shall be exempted from the Hazard Determination review procedures in LAMC Section ~~91.6205.514.4.5~~. Electronic Message Display Signs shall be subject to review under the process established by Subsection A of this Section. As part of this process, the Director of Planning shall consult with the General Manager on the design and operational elements of any Electronic Message Display sign. All applicable signs shall continue to be

subject to Caltrans approval.

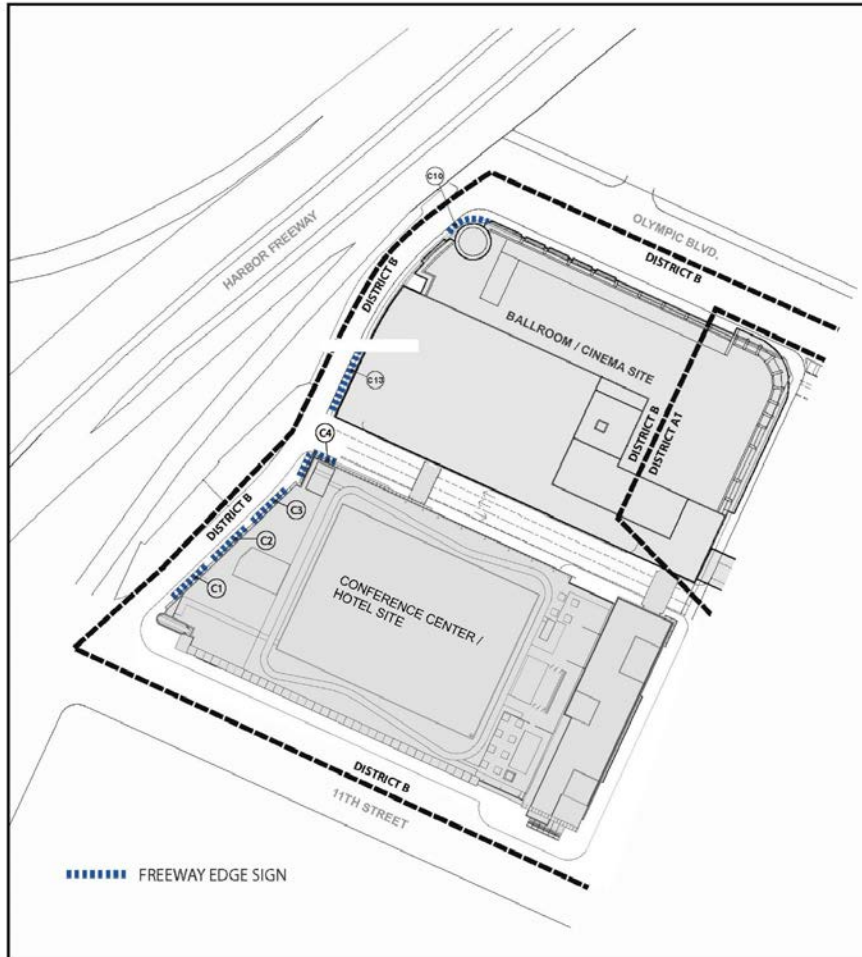
5. **Sign Area Calculation.** Sign area shall be calculated in accordance with the definition of Sign Areas, as described in LAMC Section 91.620314.4.2, except as follows:
 - a. Temporary Signs in Sign District A-1 (See Map 8) shall be excluded from computation of sign area, up to a total of 10,000 square feet.
 - b. Wayfinding signs shall be excluded from computation of sign area.
 - c. Aerial View signs shall be excluded from computation of sign area.
6. **Freeway Exposure.** Notwithstanding provisions of LAMC 91.6205-614.4.6 to the contrary, all Signs permitted by this Specific Plan are determined to be exempt from LAMC 91.6205-614.4.6 A. The total square footage of all Animated Signs and Electronic Message Display Signs located on the Olympic West Subarea, excluding the Arena Sign, shall not exceed 1,500 square feet. The Director shall have the authority to limit the refresh rate on any Animated Sign or Electronic Message Display Sign within the Olympic West Subarea to refresh no more frequently than once every four seconds, with an interval between messages of not less than one second, and with an unchanged intensity of illumination.
7. **Sign Height for Ground Mounted Signs.** Ground Mounted Signs shall be limited to 35 feet. Ground Mounted Signs may exceed 35 feet for a height of up to 50 feet only if they do not break the roofline of the podium level of the adjacent building wall. Sign height shall be measured as the vertical distance from the adjacent finished Grade to the top of the sign.
8. **Sign Height for Freeway Edge Signs.** Freeway Edge Signs shall be limited to 65-80 feet in height.
9. **Sign Height for Plaza Tower Signs.** Plaza Tower signs shall be limited to 100 feet in height.
10. **Existing Signs.** Existing signs and/or sign support structures that legally exist prior to October 21, 2001 and signs authorized by Ordinance No. 172465 shall be permitted to continue pursuant to LAMC Section 91.62196. The sign area of preexisting signs shall count toward sign area allowed by this Specific Plan, with the exception of signs authorized by Ordinance 172465, which shall be excluded from computation of sign area.)
11. **Illumination.** All signs within the Specific Plan may be illuminated. Signs may be illuminated by either internal or external means. Methods of signage illumination may include, but not be limited to: electric lamps, such as neon tubes; fiber optic; incandescent lamps; cathode ray tubes exposed directly to view; shielded spot lights and wall wash fixtures. All Illuminated Signs shall be designed, located or screened so as to limit direct light sources onto any residential units that are located outside of the Specific Plan area. The Arena Sign shall have a nighttime brightness no greater than 300 candelas per square meter and a daytime brightness no greater than 5,000 candelas per square meter.

12. **Building I.D. Signs.** Any signage that includes corporate sponsors as part of the building identification, shall be designed so as to present internally consistent and internally proportionate sign copy. Signs that include corporate sponsors shall utilize lettering size and styles which are generally uniform, in order that all words or names within the sign are not of a significantly different scale than the rest of the sign copy. Building I.D. Signs are permitted to break the plane of the roof. Any portion of a Building I.D. Sign above the plane of the roof shall consist of free-standing letters or characters which are not applied or attached to any background structure, building, or material, except as necessary for support.
13. **Inflatable Signs.** An Inflatable Sign shall only be permitted in Sign District A-1. An Inflatable Sign is a temporary sign. An Inflatable Sign shall be equipped with a rapid deflation device acceptable to LADBS. Inflatable Signs may be attached to a building, but may not cover doors, vents, rescue windows, or other openings that serve occupants of the building. Inflatable signs may not exceed the height limits of the building envelope permitted in each Subarea pursuant to Section 10 of this Specific Plan. An Inflatable Sign shall not contain any text message except for the name of the business or event for which it is displayed.
14. **Supergraphic Signs.** Locations for all Supergraphic Signs, with the exception of temporary Supergraphic Signs, shall be identified at the time of building design plan development and shall be integrated into the architecture of the building to the satisfaction of the Director. In no event shall a Supergraphic Sign be permitted above 150 feet in height, with the exception of Sign District A-1, where sign heights of up to 225 feet shall be permitted. A Supergraphic Sign that is comprised of vinyl or other material may be attached to a wall with an adhesive approved by the Fire Department or by mechanical means approved by LADBS. A Supergraphic Sign shall not cover doors, vents, rescue windows, or other openings that serve occupants of the building. Supergraphic Signs comprised of mylar or other film-like transparent material, such as perforated vinyl, may be applied directly to windows.
15. **Freeway Edge Signs.** A-Freeway Edge Signs may be located as indicated on Map 7. The size of a Freeway Edge Sign shall comply with Tables 4 and 6. ~~The Director shall refer to the Conceptual Signage Map of the Olympic West Subarea, dated October 16, 2006, and located in the City file, to provide guidance in approving Freeway Edge Signs.~~
16. **Sign Types and Heights.** Except for Temporary Signs, signage types located at heights above 150 feet shall be limited to Building I.D. Signs, Tenant I.D. Signs, and, where permitted, Supergraphic Signs.
17. **Sign Districts.** For sign regulation purposes, the Specific Plan area is divided into four Sign Districts, as shown on Map 8.
18. **Additional Limitation for Signage in Sign District A-1 and Sign District B.** In no event shall the combined total amount of square footage of signage in Sign District A-1 and B exceed 136,000 square feet, exclusive of up to 10,000 square feet of temporary signage.

19. **Vertical Sign Zones.** For sign regulation purposes, Sign Districts are divided into Vertical Sign Zones, as shown on Exhibits 6-A and 6-B.
20. **Signs Within More Than One Sign District or Vertical Sign Zone.** In those instances where a single sign is proposed to cross more than one Sign District or more than one Vertical Sign Zone, the sign shall be permitted and the sign area shall be calculated based upon each applicable district and level within which the sign is located. In no event shall the sign area of an individual sign exceed that permitted in the most permissive Sign District or Vertical Sign Zone area in which the sign is located. Adjustments to facade coverage requirements for Building I.D. signs primarily located within one Vertical Sign Zone, and protruding into a second, more restrictive Vertical Sign Zone less than 10 linear feet, may be processed as a Specific Plan Adjustment pursuant to LAMC Section 11.5.7.E. Where portions of a sign are subject to differing animation, hours of operation or other regulations, each portion of the sign shall be subject to the applicable regulations for that portion of the sign. No sign separations shall be required for a single sign which is located in more than one Sign District or Vertical Sign Zone.
21. **Conceptual Signage Map for Olympic East, West and North Subareas.** The Director shall refer to the Conceptual Signage Map for the Olympic East, West and North Subareas, dated October 16, 2006 and located in the City file, to provide guidance in approving permitted signage (other than Freeway Edge Signs) within the Specific Plan area as it relates to Sign Districts A-1 and B, as set forth in Tables 4 and 6. The Conceptual Signage Map may be modified and updated, in accordance with this Specific Plan and as approved by the Director.
22. **Large-Scale Architectural lighting.** Large-scale architectural lighting may be approved at the time of building design development by a Director's determination, and shall be exempt from sign area for purposes of this Specific Plan. Large-Scale Architectural Lighting shall contain no text, logos, messages, or images of any kind, and shall serve only to highlight or accentuate vertical, horizontal, or other elements of the structure. Large-Scale Architectural Lighting that acts to extend a sign image background over a larger architectural area shall be included in the calculation of sign area. Large-Scale Architectural Lighting may be multi-hued and may gently change hues in a slow, deliberate manner with a slow, drawn-out constant intensity, and may mark special seasons, weather, or events with unique color arrangements. At no time shall Large-Scale Architectural Lighting flash, blink, scroll, move, or stream. For purposes of this Specific Plan, Large-Scale Architectural Lighting shall change hue no more than once every ten minutes with no change in intensity and be considered a non-animated lighting element. The Director of Planning shall place limits on illumination intensity and retain the right to impose additional conditions.

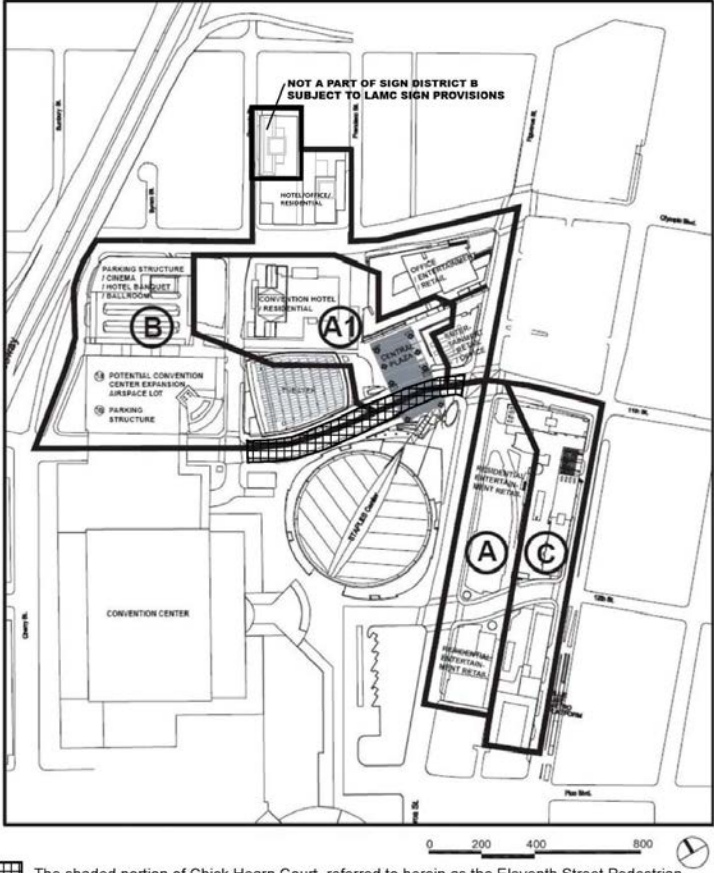
MAP 7
FREEWAY EDGE SIGN LOCATIONS

Commented [A5]: Map has been updated to depict the Conference Center/Hotel Site which was previously labeled as "Olympic West Parking Structure Site".



MAP 8

SIGN DISTRICTS



 The shaded portion of Chick Hearn Court, referred to herein as the Eleventh Street Pedestrian Area, shall be included within the boundaries of the LASED Specific Plan if vacated or otherwise permanently closed to vehicular traffic.

* Section 16, Signage, shall not apply to the four parcels described as Lots 20, 21, 22 and 23 as shown on F.J. Nettleton's Subdivision of the Ellis Tract. Thus, all applicable signage-related provisions of the Los Angeles Municipal Code shall apply to those four parcels, including but not limited to, Chapter I, Article 4.4; Chapter II, Article 8, Section 28.00, et seq.; Chapter VI, Article 7, Section 67.00, et seq.; and Chapter IX, Article 62.

Commented [A6]: Map has been updated to show portion of Chick Hearn Court that shall be included within the boundaries of the LASED Specific Plan if vacated or closed to traffic.

D. **Vertical Sign Zones.** For sign regulation purposes, the Specific Plan area is also divided into five Vertical Sign Zones, as shown in Exhibit 6-A and 6-B. The purpose is to address different sign viewing distances, including pedestrian views from street level, pedestrian views from a distance, and views from vehicles.

Sign Districts A, B, C:

Level 1: This zone is applicable to all signs located at street level, defined as 0 foot – 35 feet above grade.

Level 2: This zone is applicable to all signs located at the mid-level of multi-story buildings, defined as 35 feet – 100 feet above grade

Level 3: This zone is applicable to all signs located at the upper levels of mid-to high-rise buildings, defined as 100 feet or more above grade.

Sign District A-1:

Level 1: This zone is applicable to all signs located at street level, defined as 0 -100 feet above grade

Level 2: This zone is applicable to all signs located at the upper levels of mid-to high-rise buildings or structures, defined as 100 feet or more above grade.

1. **Sign Classification.** All signs shall be classified as either Animated or Non-animated, as defined by this ordinance and as set forth in Table 3.
2. **Permitted Sign Area.** Permitted sign area within the Specific Plan is a percentage of the building façade area, which is the general outer surface of any exterior wall of a building or structure, not including cornices, bay windows, projections, indentations or other architectural features or articulation of the exterior surface as set forth in Table 4. The sign area of the Arena Sign, Plaza Tower Signs and Freeway Edge Signs shall not be based upon facade area, but shall be limited by Table 4. Signs within the Specific Plan shall not exceed those amounts permitted by Table 4.
3. **Sign Hours of Operation.** Signs which are illuminated or are animated shall be limited in their hours of operation as set forth in Table 54, to the extent applicable.
4. **Design Guidelines.** Signs shall comply with the Urban Design Guidelines specified in Appendix A

EXHIBIT 6-A
VERTICAL SIGN ZONES
(Applies to Sign Districts A, B, and C)

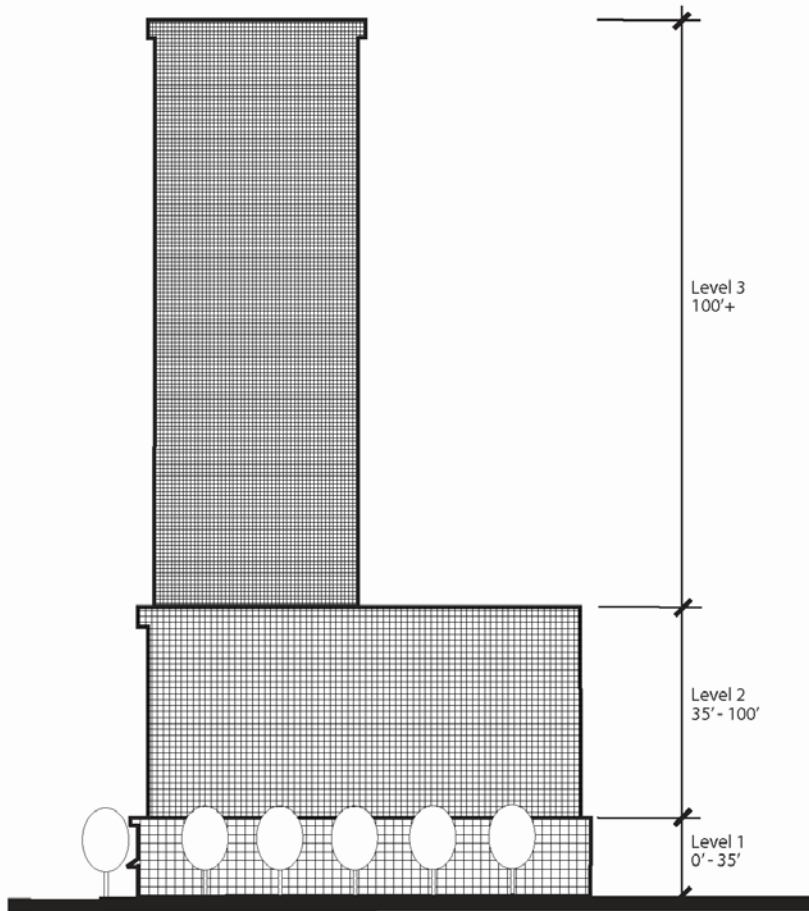
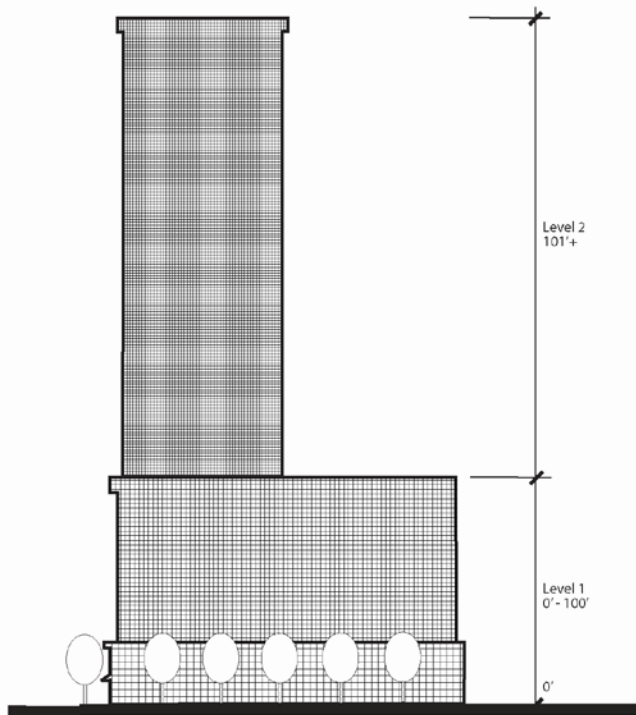


EXHIBIT 6-B
VERTICAL SIGN ZONES
(Applies to Sign District A-1)



**TABLE 3
SIGN CLASSIFICATION
FOR PERMITTED SIGN DETERMINATION**

	NON-ANIMATED SIGNS	ANIMATED SIGNS
Aerial View Sign	Yes	No
Architectural Ledge Sign	Yes	No
<u>Arena Sign</u>	<u>Yes</u>	<u>Yes</u>
Awning Sign	Yes	No
Banner Sign	Yes	No
Building ID Sign	Yes	No
Channel Letters Sign	Yes	No
Electronic Message Display Sign	Yes	Yes
Freeway Edge Sign	Yes	No
Ground Mounted Sign	Yes	Yes
Inflatable Sign	Yes	No
Plaza Tower Sign	Yes	Yes
Projected Image	Yes	Yes
Projecting Sign	Yes	Yes
Roof Sign	Yes	Yes
Supergraphic Sign	Yes	Yes
Temporary Sign	Yes	Yes
Tenant ID Sign	Yes	Yes
Wall Mural	Yes	No
Wall Sign	Yes	Yes
Wayfinding Sign	Yes	No
Window Sign	Yes	No

**TABLE 4
PERMITTED SIGNS & MAXIMUM PERMITTED SIGN AREA**

District A	NON-ANIMATED SIGNS	ANIMATED SIGNS	MAXIMUM PERMITTED SIGN AREA (as a % of facade area)
Level 1	Permitted	Not Permitted	20%
Level 2	Permitted	Permitted	60%
Level 3	Permitted	Not Permitted	5%

District A-1

Level 1	Permitted	Permitted	40%
Level 2	Permitted	Permitted	15%

District B

Level 1	Permitted	Not Permitted*	20%
Level 2	Permitted	Permitted	30%
Level 3	Permitted	Not Permitted	5% ¹

District C

Level 1	Permitted	Not Permitted	10%
Level 2	Permitted	Not Permitted	15%
Level 3	Permitted	Not Permitted	5%

District A-1 (Plaza Tower Signs)

Tower Signs	Permitted	Permitted	6 Tower Signs/1480 sf sign area each
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District B (Freeway Edge Signs)

Freeway Edge Signs	Permitted	Not Permitted	4 Freeway Edge Signs/maximum total of 8970 9,200 ² sf sign area
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District B (Arena Sign)

<u>Arena Sign</u>	<u>Permitted</u>	<u>Permitted</u>	<u>4,700 sf sign area</u>
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*Animated Exceptions: An Electronic Message Display Sign, to be located upon a building or structure at the northwest corner of 11th Street and Figueroa Street, shall be permitted to be animated below the height of 35 feet as otherwise required, subject to the approval of the Director of Planning. An Electronic Message Display Sign, to be located upon a building or structure at the southeast corner of 12th Street and Figueroa Street, shall be permitted to be Animated below the height of 35 feet as otherwise required, subject to the approval of the Director of Planning. A Building I.D. Sign located within the Figueroa Central Subarea, Sign Level 2, fronting Figueroa Street between 11th Street and 12th Street

Los Angeles Sports and Entertainment District

shall be permitted to be Animated, subject to the approval of the Director of Planning. An Electronic Message Display Sign, to be located along the internal private drive between Cherry Street and Georgia Street, within the Olympic West subarea, shall be permitted to be Animated below the height of 35 feet as otherwise required, subject to the approval of the Director of Planning. An Electronic Message Display Sign, to be located upon a building or structure at the southwest corner of Figueroa Street and Olympic Boulevard, shall be permitted to be animated below the height of 35 feet as otherwise required, subject to the approval of the Director of Planning.

¹ The 5% of façade area may be exceeded to permit signage on the eastern façade of the building located at the corner of Figueroa Street and 11th Street, within Level 3, for a maximum of 150 sf of sign area.

² See Map 7 for conceptual Freeway Edge Signs location.

**TABLE 5
PERMITTED OPERATING HOURS**

District A	NON-ANIMATED SIGNS	ANIMATED SIGNS
Level 1	dawn to 2 AM	not permitted
Level 2	no restriction	no restriction
Level 3	no restriction	not permitted

District A-1

Level 1	no restriction	no restriction
Level 2	no restriction	dawn to 2 AM

District B

Level 1	dawn to 2 AM	not permitted
Level 2	dawn to 2 AM	dawn to 2 AM
Level 3	no restriction	not permitted

District C

Level 1	Dawn to 12 midnight	not permitted
Level 2	Dawn to 12 midnight	not permitted
Level 3	no restriction	not permitted

District A-1 (Plaza Tower Signs)

Tower Signs	No restriction	No restriction
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District B (Freeway Edge Signs)

Freeway Edge Signs	No restriction	not permitted
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District B (Arena Sign)

<u>Arena Sign</u>	<u>No restriction</u>	<u>dawn to 2 AM</u>
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*Animated Exceptions: An Electronic Message Display Sign, to be located upon a building or structure at the northwest corner of 11th Street and Figueroa Street, shall be permitted to be animated below the height of 35 feet as otherwise required, subject to the approval of the Director of Planning. An Electronic Message Display Sign, to be located upon a building or structure at the southeast corner of 12th Street and Figueroa Street, shall be permitted to be Animated below the height of 35 feet as otherwise required, subject to the approval of the Director of Planning. A Building I.D. Sign located within the Figueroa Central Subarea, Sign Level 2, fronting Figueroa Street between 11th Street and 12th Street shall be permitted to be Animated, subject to the approval of the Director of Planning. An Electronic Message Display Sign, to be located along the internal private drive between Cherry Street and Georgia Street, within the Olympic West

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subarea, shall be permitted to be Animated below the height of 35 feet as otherwise required, subject to the approval of the Director of Planning. An Electronic Message Display Sign, to be located upon a building or structure at the southwest corner of Figueroa Street and Olympic Boulevard, shall be permitted to be animated below the height of 35 feet as otherwise required, subject to the approval of the Director of Planning.

**TABLE 6
MAXIMUM PERMITTED INDIVIDUAL SIGN AREA**

District A	NON-ANIMATED SIGNS	ANIMATED SIGNS
Level 1	2,000 sf	not permitted
Level 2	8000 sf	8,000 sf
Level 3	2,000 sf	not permitted

District A-1

Level 1	8000 sf	8,000 sf
Level 2	8,000 sf	8,000 sf

District B

Level 1	2,000 sf	not permitted
Level 2	5,000 sf	4,000 sf
Level 3	2,000 sf	not permitted

District C

Level 1	250 sf	not permitted
Level 2	1,000 sf	not permitted
Level 3	2,000 sf	not permitted

District A-1 (Plaza Tower Signs)

Tower Signs	1480 sf	1480 sf
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District B (Freeway Edge Signs)

Freeway Edge Signs	3000 sf	not permitted
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District B (Arena Sign)

<u>Arena Sign</u>	<u>4,700 sf</u>	<u>4,700 sf</u>
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*Animated Exceptions: An Electronic Message Display Sign, to be located upon a building or structure at the northwest corner of 11th Street and Figueroa Street, shall be permitted to be animated below the height of 35 feet as otherwise required, subject to the approval of the Director of Planning. An Electronic Message Display Sign, to be located upon a building or structure at the southeast corner of 12th Street and Figueroa Street, shall be permitted to be Animated below the height of 35 feet as otherwise required, subject to the approval of the Director of Planning. A Building I.D. Sign located within the Figueroa Central Subarea, Sign Level 2, fronting Figueroa Street between 11th Street and 12th Street shall be permitted to be Animated, subject to the approval of the Director of Planning. An Electronic Message Display Sign, to be located along the internal private drive between Cherry Street and Georgia Street, within the Olympic West subarea, shall be permitted to be Animated below the height of 35 feet as otherwise required, subject to the approval of the Director of Planning. An Electronic Message Display Sign, to be located upon a building or structure at the southwest corner of Figueroa Street and Olympic Boulevard, shall be permitted to be animated below the height of 35 feet as otherwise required, subject to the approval of the Director of Planning.

**TABLE 7
MINIMUM SEPARATION BETWEEN INDIVIDUAL SIGNS**

District A	NON-ANIMATED SIGNS	ANIMATED SIGNS
Level 1	1 ft	not permitted
Level 2	2 ft	4 ft
Level 3	5 ft	not permitted

District A-1

Level 1	0	0
Level 2	0	0

District B

Level 1	1 ft	not permitted
Level 2	2 ft	4 ft
Level 3	5 ft	not permitted

District C

Level 1	2 ft	not permitted
Level 2	8 ft	not permitted
Level 3	20 ft	not permitted

District A-1 (Plaza Tower Signs)

Tower Signs	0 ft	0 ft
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District B (Freeway Edge Signs)

Freeway Edge Signs	0 ft	not permitted
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*Adjacent signage located on perpendicular facades shall not require any separation. [An Electronic Message Display Sign, to be located upon a building or structure at the southwest corner of Figueroa Street and Olympic Boulevard, shall be permitted to be animated below the height of 35 feet as otherwise required, subject to the approval of the Director of Planning.](#)

Section 17.

USES AND BUILDINGS MADE NON-CONFORMING BY THIS SPECIFIC PLAN.

Any legally existing uses, buildings or structures which are made non-conforming by establishment of this Specific Plan shall be deemed to be legal, non-conforming uses and may continue to exist without termination. Legal, nonconforming uses may not be expanded.

Section 18.

INTERPRETATION.

Whenever any ambiguity or uncertainty exists related to this Specific Plan or the application of this Specific Plan so that it is difficult to determine the precise application of these provisions, the Director shall, upon application by an owner, operator or lessee, issue written interpretations on the requirements of the Specific Plan consistent with the purpose and intent of this Specific Plan.

Section 19.

AMENDMENTS TO APPENDICES AND A AND F – DESIGN GUIDELINES AND STREETScape PLAN.

Any amendments to the Design Guidelines, as set forth in Appendix A to this Specific Plan, or to the Streetscape Plan, as set forth in Appendix F to this Specific Plan, may be approved by adoption of a resolution by the City Planning Commission, and shall not require the approval of the City Council.

Section 20.

SEVERABILITY.

If any provision of this Specific Plan or its application to any person or circumstance is held to be unconstitutional or otherwise invalid by any court of competent jurisdiction, the invalidity shall not affect other Specific Plan provisions, clauses or applications which can be implemented without the invalid provision, clause or application, and to this end the provisions and clauses of this Specific Plan are declared to be severable.

APPENDIX A

LOS ANGELES SPORTS AND ENTERTAINMENT DISTRICT DESIGN GUIDELINES

1. Site Planning

A. Building-Street Relationship

Design Guideline 1: Build a strong urban relationship between the District's buildings and public streets by maintaining a continuous building street wall with visual interest. (For guidelines on articulation, fenestration, and/or other means of providing visual interest; see Section 4.2 Architecture)

- Design Standard 1A: Building podiums shall create a consistent urban street wall defining the street edge. A building street wall shall be defined as the street facing façade of a building's podium level.
- Design Standard 1B: Breaks in the building street wall shall be restricted to that necessary to accommodate pedestrian paseos, public plazas, entry forecourts, permitted vehicular access driveways, and residential/hotel drop-offs (e.g. porte-cochere).
- Design Standard 1C: A building street wall shall be located within 15 feet of the property line along a minimum percentage of the public street frontage of each block face, as specified in Table 1 below, excluding street frontage devoted to the Central Plaza. Building features such as a sidewalk arcade and porte-cochere within the building line shall be considered a part of the building street wall.
- Design Standard 1D: Provide for a pedestrian connection between the Convention Center (Expansion) with the Convention Center Hotel.

Table 1

Street	Minimum Street Wall Frontage
<i>Figueroa</i>	80%
<i>Olympic (between Georgia and Flower)</i>	80%
<i>Olympic (west of Georgia)</i>	75%
<i>11th (between Georgia and Figueroa)</i>	85%*
<i>11th (west of Georgia and east of Figueroa)</i>	70%
<i>Flower</i>	80%
<i>12th</i>	70%
<i>Georgia</i>	70%
<i>Cherry</i>	50%

* excluding frontage devoted to Central Plaza

Design Guideline 2: Establish building setbacks that contribute to comfortable use of the sidewalk and support sidewalk activity.

- Design Standard 2A: Building placement shall maintain minimum setback widths as specified in Table 2 below.

Table 2

Street	Public Sidewalk Width	Private Setback Width	Total Width of Setback from
Figueroa	15'	8'	23'
Olympic (between Georgia and Figueroa)	15'	8'	23'
Olympic (west of Georgia)	15'	0'	15'
11 th (between Georgia and Figueroa)	15'	8'	23'
11 th (west of Georgia and east of Figueroa)	15'	0'	15'
Flower	15'	0'	15'
12 th	15'	0'	15'
Georgia	15'	0'	15'
Cherry	12'	0'	12'

- Design Standard 2B: Towers shall be setback from the face of the podium a minimum of 20 feet along Figueroa, and 11th (between Georgia and Figueroa).

Design Guideline 3: Minimize the number and width of sidewalk curb cuts to promote street wall continuity and reduce conflicts with pedestrians.

- Design Standard 3A: A maximum number of curb cuts for accessing parking and/or service facilities are permitted along each street as specified in Table 3 below.

Table 3

Street	Max. Permitted Curb cuts
Figueroa	1 per block face
Olympic (between Georgia and Figueroa)	3 per block face
Olympic (west of Georgia)	1 per block face
11 th (between Georgia and Figueroa)	1 per block face
11 th (west of Georgia and east of Figueroa)	1 per block face
Flower	3 per block face
12 th	2 per block face
Georgia	2 per block face
Cherry	4 total

Design Guideline 4: Ensure interaction with other downtown buildings through fronting buildings on the street so as to promote the sidewalk orientation and non-internalized character of the District.

- Design Standard 4A: A building's primary entrance, defined as that entrance which provides the most direct access to a building's main lobby and is kept unlocked during business hours, shall front on a public street.
- Design Standard 4B: Each building street frontage shall contain at least one (1) public entrance, unlocked during business hours which may be either a building or tenant entrance, except along Cherry Street.
- Design Standard 4C: Corner buildings shall provide a public entrance, unlocked during business hours, on both sides of buildings facing public streets

Design Guideline 5: Orient tenant spaces to the street; maximize retail storefronts and entrances along public streets and other important public spaces to sustain street level interest, and promote pedestrian traffic.

- Design Standard 5A: Street level tenants with frontage along a public street shall provide their primary entrance along that street. These tenants may provide secondary entrances along paseos or other public spaces as appropriate.
- Design Standard 5B: A street level retail or restaurant tenant's primary entrance shall front on a public street, pedestrian paseo or open space area devoted to public gatherings, except uses accessory to a hotel.

Design Guideline 6: Provide generous windows and openings at the street level so as to promote a high level of visual interest and transparency along public streets to promote pedestrian activity.

- Design Standard 6A: Wall openings such as storefront windows and doors shall occupy a minimum percentage of a street level facade, as specified in the Table 4 below. However, up to 25% of this requirement may be satisfied through architectural treatment, including window boxes and displays porte-cocheres, as well as public art elements as determined by the Cultural Affairs Commission.

Table 4

Street	Min. Wall Openings
Figueroa	75%
Olympic (between Georgia and Flower)	75%
Olympic (west of Georgia)	50%
11 th (between Georgia and Figueroa)	75%
11 th (west of Georgia and east of Figueroa)	50%
Flower	75%
12 th	75%
Georgia	75%
Cherry	none specified

- Design Standard 6B: Dark tinted, reflective or opaque glazing is prohibited for any required wall opening. Glazing for required wall openings shall allow for a minimum 90% light transmission.

Design Guideline 7: Incorporate architectural features that enhance the transition between buildings, streets, and public open space, and regulate the opportunity for sun and shade along public streets and common open spaces.

- Design Standard 7A: Architectural features such as canopies, awnings, and overhangs shall be permitted to extend up to 5 feet beyond the face of the building, and extend up to 8 feet beyond the face of the building within the Private Setback area, not impeding any streetscape trees or other streetscape elements.
- Design Standard 7B: Architectural features such as canopies, awnings, and overhangs shall be integral to the architecture of the building.

- Design Standard 7C: Architectural features such as canopies, awnings and overhangs may be constructed of woven fabric, glass, metal or other permanent material compatible with the building architecture. Internally illuminated, vinyl awnings shall not be permitted.

Advisory Design Criteria:

- **Advisory Criteria:** Curb cuts along Figueroa and 11th are discouraged, but are not expressly prohibited.
- **Advisory Criteria:** More public entrances than the minimum specified, including building and/or tenant entrances, are encouraged along the District's streets, especially along Figueroa, Olympic and 11th (east of Georgia).
- **Advisory Criteria:** Required wall openings (i.e. storefront doors and windows along a street level facade) should use clear glazing for maximum transparency, especially in conjunction with a retail use.
- **Advisory Criteria:** Canopies, arcades, and/or building overhangs integral to the building architecture should be incorporated along a public street frontage. Integral shading devices are especially encouraged in conjunction with a primary building or tenant entrance, and along south facing elevations.

B. Open Space

Design Guideline 8: Establish a clear hierarchy of common open spaces distinguished by design and function to create an open, connective pedestrian realm conducive to both active and passive use. The district's common open spaces are comprised of the following open space types:

1. **Streets:** Streets are the most public of all open spaces within the District, and functions as links to the adjacent South Park and Downtown areas. Defined by building facades, streets communicate the highly public character of the District. They should be safe and comfortable for pedestrians, while accommodating necessary vehicular movement. Reference the LASED Streetscape Plan for applicable design standards and regulations.
2. **Sidewalks:** Sidewalks, located within public right-of-way, are the primary realm of pedestrians. As such, they provide the critical connections between destinations within the District and to its surroundings. Reference the LASED Streetscape Plan for applicable design standards and regulations.
3. **Building Setbacks (Sidewalk Extension):** Building setbacks from the street are required along Figueroa, Olympic (between Georgia and Figueroa) and 11th (between Georgia and Figueroa). The required setback is 8 feet and is designed as an extension of the sidewalk. Setbacks are intended for commercial and sidewalk activities such as outdoor dining, window shopping, or especially heavy pedestrian traffic.

4. **Paseos:** Paseos are an important extension of the street grid. As outdoor passages devoted exclusively to pedestrians, they establish clear connections between streets, plazas and courtyards, building entrances, parking and transit facilities.
 5. **Entry Forecourts:** Entry forecourts announce the function and importance of primary building entrances. Their design creates a clear and comfortable transition between exterior and interior space.
 6. **Courtyards:** Courtyards are common open space areas of a scale and enclosure that is conducive to social interaction at a smaller scale. These spaces in particular are treated as outdoor room with a high degree of enclosure.
 7. **Plazas:** Plazas are common open space areas typically amenable to larger public gatherings. They are readily accessible from the street, as well as active building uses.
 8. **Central Plaza:** The Central Plaza is the central meeting and gathering place for the District, and is strategically located across from the Star Plaza at [STAPLES-CenterCrypto.com Arena](https://www.staples-centercrypto.com). The Central Plaza is designed as a multi-use space that accommodates a variety of seasonal and celebratory events.
 9. **Roofscape:** Roof terraces and gardens augment District open space. Their design and location should encourage human occupation and use. These spaces are especially encouraged in conjunction with hotels or residential uses.
- Design Standard 8A: Open space types shall be sited in relation to the street in accordance with the Table 5 below.

Table 5

Open Space Type	Location	Connection to Street
Streets	reference LASED Streetscape Plan	
Sidewalk	reference LASED Streetscape Plan	
Building Setback	street level required	design as extension of sidewalk
Paseos	street level required*	direct connection to street required
Entry Forecourts	street level required*	direct connection to street required
Courtyards	street level or above grade permissible	direct connection to street not required
Plazas	street level required*	direct connection to street required
Central Plaza	street level required*	direct connection to Eleventh Street Pedestrian Area
Roof Terrace	above grade or rooftop permissible	to street required direct connection to street not required

* permits minor deviations of up to 2 vertical feet from sidewalk level

- Design Standard 8B: Open space types shall permit public access in accordance with Table 6. At a minimum, public access shall be provided during normal business hours.

Table 6

Open Space Type	Public Access
Streets	reference LASED Streetscape Plan
Sidewalks	reference LASED Streetscape Plan

Building Setback	required
Paseos	required
Entry Forecourts	required
Courtyards	not required
Plazas	required
Central Plaza	required
Roof Terrace	not required

Design Guideline 9: Provide a diversity of open space throughout the District to reinforce its public character, including space devoted to public gatherings, pedestrian movement, and other social and recreational functions.

- Design Standard 9A: The size and number of each open space type shall be provided in accordance with the following Table 7, in addition to any requirements identified within the Open Space/Landscape Regulations of the Specific Plan.

Table 7

Open Space Type	Min. Number	Min. Area	Min. Dimension
Streets	reference LASED Streetscape Plan		
Sidewalks	reference LASED Streetscape Plan		
Building Setback	per setback requirements	none specified	8'
Paseos	none specified	none specified	20'
Entry Forecourts	none specified	none specified	none specified
Courtyards	none specified	400 SF	15'
Plazas	1 per Sub-area, except Olympic West	1,000 SF	25'
Central Plaza	1 shall be located within Olympic East	30,000 SF	100'
Roof Terrace	1 per residential project	400 SF	15'

Design Guideline 10: Make the District conducive to a variety of outdoor activities such as standing, sitting, strolling, conversing, window shopping, dining, etc. Incorporate amenities that support these activities. In particular, add seating for comfort and use plants for their shading, cooling, and aesthetic qualities.

- Design Standard 10A: Each open space type shall provide amenities in the form of a minimum planted area and number of seats in accordance with Table 8 below.
- Newspaper racks on private setback, shall be provided at a rate no greater than 2 per block and be of a design consistent with that of the Streetscape.

Table 8

Open Space Type	Min. Planted Area	Min. Seating*
Streets	reference LASED Streetscape Plan	
Sidewalks	reference LASED Streetscape Plan	
Setbacks	reference LASED Streetscape Plan	none specified
Paseos	5%	1 seat per 2000 SF**
Entry Forecourts	none specified	none specified
Courtyards	15%	1 seat per 500 SF**
Plazas	15%	1 seat per 500 SF**
Central Plaza	10%	1 seat per 250 SF**
Roof Terrace	15%	none specified

* seats may be permanent or temporary, accessible during normal business hours

** benches and seat walls are to be counted at a rate of 1 seat per 2 lineal feet of bench or seat wall

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Design Guideline 11: Design open space areas so as to lend them the character of outdoor rooms contained by buildings and landscape that comfortably support human occupation and use.

- Design Standard 11A: Open space types shall generally be contained along a minimum percentage of their perimeter by building and/or architectural features, according to Table 9 below.

Table 9

Open Space Type	Min. Containment
Streets	reference LASED Streetscape Plan
Sidewalks	reference LASED Streetscape Plan
Building Setback	reference min. street wall reqs.
Paseos	50%
Entry Forecourts	25%
Courtyards	75%
Plazas	50%
Central Plaza	50%
Roof Terrace	25%

Advisory Design Criteria

- **Advisory Criteria:** Plazas and courtyards may incorporate amenities beyond the minimum required, including permanent and/or temporary seating, to facilitate their enjoyment and use. Seating should be placed with consideration to noontime sun and shade; mature deciduous trees should be planted as the most effective means of providing comfortable access to sun and shade.
- **Advisory Criteria:** Roof terraces should incorporate trees and other plantings in permanent and temporary planters that will shade, reduce reflective glare, and add interest to the space. These spaces should also include permanent and temporary seating that is placed with consideration to sun and shade, and other factors contributing to human comfort.
- **Advisory Criteria:** Plants and other landscape features should further contribute to the containment of open space.
- **Advisory Criteria:** Landscape elements should support an easy transition between indoors and outdoors through such means as well-sited and comfortable steps, shading devices and/or planters that mark building entrances, etc.
- **Advisory Criteria:** Landscape elements should establish scale, reinforce continuity between indoors and outdoors space, and enhance the open connective quality of the District. Mature canopy trees should be provided within the District's open spaces, especially along streets and required setbacks.
- **Advisory Criteria:** Landscape elements should provide scale, texture and color throughout the District. A rich, yet coordinated palette of landscape elements that enhances

the District's identity and role as a special place is encouraged.

C. Circulation, Access and Parking Facilities

Design Guideline 12: Reduce the visual impact of vehicular circulation and parking so as to promote sidewalk interest and pedestrian activity.

- Design Standard 12A: On-site surface parking facilities (i.e. parking lots) are prohibited within the District, except surface parking associated with a residential or hotel drop-off (porte-cochere), and existing surface parking facilities that shall be phased out by proposed development.
- Design Standard 12B: Any drive-through establishments shall be designed in consultation with LADOT, with adequate on-site queuing and access, in order to avoid spillover queuing within public streets.

Design Guideline 13: Locate ground floor parking to minimize its visibility along street level facades.

- Design Standard 13A: Parking facilities shall be located behind building or tenant space along street level facades, except for street frontage devoted to vehicular access, drop-off or valet parking facilities devoted to a residential or hotel drop-off (e.g. porte-cochere). In the Olympic West Sub-area, parking facilities may be located along the street frontage on Cherry Street, while other means of screening may be provided along Olympic Boulevard and 11th Street west of Georgia, including but not limited to display window boxes and public art elements as determined by the Cultural Affairs Commission.

D. Service & Loading Facilities and Mechanical Equipment

Design Guideline 14: Locate access to service and loading facilities in non-obtrusive locations so that they are separated from pedestrian paseos and primary building entrances.

- Design Standard 14A: Street-level access to service and loading facilities shall be located a minimum of 50 feet from a primary building entrance, pedestrian paseo, or public outdoor gathering area. This guideline shall not apply to a residential or hotel drop-off (porte-cochere).

Design Guideline 15: Screen and buffer service and loading facilities so as to block unsightly views from public streets, open spaces, and other sensitive uses.

- Design Standard 15A: Service and loading facilities shall be screened from public view by a wall integral to the building architecture and/or landscape treatment creating an opaque barrier. Walls or landscape treatment shall be screened to a minimum height of 8 feet.

Design Guideline 16: Architecturally incorporate or screen equipment such as mechanical units, antennas, or satellite dishes.

- Design Standard 16A: Mechanical equipment shall be either screened from public view or the equipment itself shall be integrated with the architectural design of the building.

2. ARCHITECTURE

A. Architectural Character

Advisory Design Criteria

- **Advisory Criteria:** Commercial projects are encouraged that are designed in an architectural style and character that is complementary of [STAPLES Center Crypto.com Arena](#) and Downtown L.A., and promotes a unique district identity. Building architecture should present a clean, modern, and bold style that reflects a one-of-a-kind regional sports and entertainment district.
- **Advisory Criteria:** Buildings along Flower Street should create a compatible visual and functional transition to the adjacent South Park District. They should present a transitional mixed-use and residential character between the heart of the District along Figueroa Street and the adjacent South Park residential neighborhood.

B. Massing and Scale

Design Guideline 17: Use building mass and orientation to define and place strong visual emphasis on the street and other important public open spaces.

- Design Standard 17A: Buildings shall establish a "podium" that defines the street edge and contains open space at a minimum building height of 35 feet.

Design Guideline 18: Incorporate a pedestrian-oriented scale at the street level.

- Design Standard 18A: An identifiable break shall be established between a building podium and tower element. Such a break may consist of a setback, change in material, change in fenestration, or similar means of articulation.

Advisory Design Criteria

- **Advisory Criteria:** Building towers that create landmarks, punctuate the District, and define view corridors are encouraged. Towers should be located in accordance with established limitations that sensitively respond to view corridors and light and shadow impacts on public open space. The Olympic East Sub-area tower should present an especially strong iconic and memorable image at the heart of the sports and entertainment district.
- **Advisory Criteria:** Podium massing, articulation and detail, street level building entrances and storefront windows and doors, as well as the use of quality materials and decorative details should be employed to promote pedestrian scaled architecture along the street.

C. Articulation and Fenestration

Design Guideline 19: Articulate building facades to avoid extensive blank walls that would detract from the visual interest and appearance of an active streetscape. In particular, use building fenestration to unify a building's appearance and add to a street facade's interest, scale and three-dimensional quality.

- Design Standard 19A: A street level façade wall shall not extend greater than 30 lineal feet without some manner of articulation. Articulation may be provided in the form of an arcade, periodic change in wall plane, building material and/or color, the introduction of building fenestration, storefront signage, or other approach that creates visual interest, and/or shadow lines.
- Design Standard 19B: A building facade above street level shall not extend greater than 100 lineal feet without some manner of articulation, such as fenestration relief, shadow line, or change in materials.

Advisory Design Criteria

- **Advisory Criteria:** In general, glass curtain walls are discouraged.
- **Advisory Criteria:** Street level architecture that adds richness and variety to the pedestrian experience of the District is encouraged. Buildings should use a clear pattern of openings and create shadow lines that enhance the street wall, with special accommodations for exuberant storefront design in keeping with District character.
- **Advisory Criteria:** Provide well-marked, articulated, and differentiated building entrances as a helpful cue to access and addressing major uses. All public entrances to a building or use should be enhanced through compatible architectural or graphic treatment. Main building entrances should read differently from a retail storefront, restaurants, and commercial entrances.

D. Material and Colors

Advisory Design Criteria:

- **Advisory Criteria:** Materials and colors that are compatible with the vibrant and energetic character of the District, while exhibiting a permanence and quality appropriate to an urban setting are encouraged.
- **Advisory Criteria:** Materials should unify a building's appearance with accommodations for exuberant storefront and facility design in keeping with the area's character and a sports and entertainment district.

3. Signage and Lighting

A. District Sign Character

Design Guideline 20: Establish separate Sign Districts that support the
Los Angeles Sports and Entertainment District Design Guidelines

overall design and land use concept for the LASED. Contribute to a lively, colorful, and exciting pedestrian atmosphere with animated and illuminated signage and graphics that are compatible with sports, retail, and entertainment uses. Sign districts are identified as follows:

- **Sign District A:** Sign District A includes those areas along Figueroa that directly face [STAPLES CenterCrypto.com Arena](#). This Sign District will permit prominent and dynamic sign types, including video display, LED readerboards, and electronic billboards. Likewise, street level tenants will be encouraged to present dynamic, state-of-the-art facades with expressive lighting, audio-visual effects, and dimensional signage. The amount and intensity of permitted signage shall be somewhat less than Sign District A-1, nevertheless Sign District A will be an energetic and highly activated intense area of dynamic signage.
- **Sign District A-1:** Sign District A-1 includes the Central Plaza, the Convention Center Hotel, and those facades of other buildings in the Olympic East Subarea that most directly face the Central Plaza and [STAPLES CenterCrypto.com Arena](#). The Central Plaza, the plaza for the Convention Center Hotel and those facades facing each in particular will be a focus of intense activity, and the signage will communicate this excitement. In addition, the Central Plaza will include Plaza Tower Signs. This Sign District will permit the most prominent and dynamic sign types, including video display, LED reader boards, and electronic billboards. Likewise, street level tenants will be encouraged to present dynamic, state-of-the-art facades with expressive lighting, audio-visual effects, and dimensional signage.
- **Sign District B:** Sign District B generally encompasses buildings and uses located along Olympic and Figueroa north of 11th Street. These streets will be active and engaging places, and signs will support the vitality and action along these streets. Signage that enhances the presence of the various uses along these streets will be encouraged, and tenants will incorporate innovative and dynamic signage. In addition, District B will include a limited amount of Freeway Edge Signs. The amount of signage will be somewhat less than Sign District A, in recognition of Olympic and Figueroa's function as primary traffic movers; animated signage will be restricted up to 35 feet to minimize distractions to motorists.
- **Sign District C:** Signage within Sign District C will be most restrained to respond to residential uses within and adjacent to this area. The intent is to promote a more peaceful living environment without undue impacts upon residential uses. Smaller signs, no animation, less lighting and shorter operating hours will create a proper transition between the excitement of the Central Plaza and nearby neighborhoods.

B. Individual Sign Character

Advisory Design Criteria:

- **Advisory Criteria:** Signs that accentuate the architecture of the District and contribute to a lively and visually stimulating experience are encouraged. Signs should be conceived as an integral part of the design so as not to appear as an afterthought application.
- **Advisory Criteria:** The location, size, and appearance of building identification signs should complement the building and overall character of the district.
- **Advisory Criteria:** Tenant identification signs should fit comfortably into the storefront architecture; at the same time, they should be bold and dynamic in image, color, materials, and design.
- **Advisory Criteria:** The location, size, and appearance of tenant identification signs should contribute to a high level of street activity, and enhance the shopping and entertainment experience that is desired for the District.

C. Sign Visibility & Legibility

Design Guideline 22: Locate and design signs for maximum visibility and legibility.

- Design Standard 22A: Signs shall generally face the centerline of the street, except tenant blade signs, entertainment marquee signs, freeway edge signs, and temporary displays. In addition, this standard shall not apply to A-1 District signs or district identification signs.
- Design Standard 22B: Tenant identification wall signs shall be located directly behind or above clear, untinted storefront glazing.

Advisory Design Criteria

- **Advisory Criteria:** A building or tenant identification wall sign should be legible to the pedestrian from the opposite sidewalk.

D. Sign Illumination & Animation

Design Guideline 23: Incorporate animated and illuminated signs that are in keeping with the active character of the District.

- Design Standard 23A: Signs shall use appropriate means of illumination. These include: neon tubes; fiber optics, incandescent lamps, LEDs, cathode ray tubes, shielded spotlights and wall wash fixtures.
- Design Standard 23B: Illuminated signs may incorporate animation, such as flashing elements (i.e. borders, writing, pictorial representations, emblems or other figure of similar character) or a flashing sign surface that serves as a field backdrop during operation, except along Flower Street.
- Design Standard 23C: Animated Signs and Electronic

Message Display Signs which directly front a freeway shall be discouraged. Total Animated Sign and Electronic Message Display Sign square footage within the Olympic West Subarea, excluding the Arena Sign, shall be limited to 1500 square feet. Those approved animated signs fronting a freeway shall be limited to a refresh rate of no more than once every four seconds, with an interval between messages of not less than one second, and the intensity of illumination will not change.

Advisory Sign Criteria

- **Advisory Criteria:** Innovative sign technologies are encouraged.

E. Prohibited Signs

Design Guideline 24: Require signs that exhibit quality and contribute to the civic character of the District.

- Design Standard 24A: Except as otherwise provided in the Specific Plan, the following signs are prohibited:
 - (a) Internally illuminated awnings
 - (b) Conventional plastic faced box or cabinet signs
 - (c) Formed plastic faced box or injection molded plastic signs
 - (d) Luminous vacuum formed letters
 - (e) Odor-producing signs
 - (f) Any sign covering windows, with the exception of Supergraphic Signs, which shall maintain outward views from windows
 - (g) pole signs
 - (h) sandwich board signs
 - (i) off-site signs

F. General Lighting Character

Design Guideline 25: Minimize glare upon adjacent properties, sensitive uses, and roadways.

- Design Standard 25A: A parking structure's internal light fixture luminaires shall be shielded from adjacent uses and properties.
- Design Standard 25B: Lighting shall be directed away from adjacent properties and roadways, and shielded as necessary.

Advisory Design Criteria

- **Advisory Criteria:** Lighting that promotes District identity is encouraged; lighting should offer a unique and visually stimulating experience, accentuate the surrounding architecture, and highlight special uses and activities.
- **Advisory Criteria:** Innovative lighting technologies are encouraged.

G. Architectural Lighting

Advisory Design Criteria

- **Advisory Criteria:** Architectural lighting that promotes public safety and supports the District's vitality and nightlife is encouraged.
- **Advisory Criteria:** Architectural lighting should complement and accentuate the building architecture.

H. Landscape Lighting

Advisory Design Criteria

- **Advisory Criteria:** Landscape lighting that promotes public safety and supports the District's vitality and nightlife is encouraged.
- **Advisory Criteria:** Landscape lighting should be of a character and scale that relates to the pedestrian and highlights special landscape features.

4. SPECIAL FEATURES

A. Central Plaza

Design Guideline 26: Locate the Central Plaza within the Olympic East Sub-area, as a forecourt to the retail entertainment center, and as the central meeting and public gathering place for the District. Design the Central Plaza to create a unique identity for the District

- Design Standard 26A: The Central Plaza shall establish a strong visual connection with Figueroa Street.

Design Guideline 27: Provide maximum flexibility in the use of the space, with a minimum of obstructions sited interior to the plaza; the use of plants, street furniture, and other design elements should be as follows:

- Design Standard 27A: Shade trees and planters of a permanent kind shall be limited to the Plaza's periphery; temporary planters may be introduced within the interior of the Plaza.
- Design Standard 27B: Outdoor furniture such as tables, seats, and benches shall be of a temporary kind, except permanent fixtures may be incorporated along the Plaza's periphery.
- Design Standard 27C: Special paving shall identify the Central Plaza as a focal point for the District, and support its ability to accommodate a variety of public activities and events.
- Design Standard 27D: The Plaza may accommodate a number of temporary outdoor uses, such as newsstands, kiosks, vending carts, etc.

Advisory Design Criteria

- **Advisory Criteria:** Lighting that contributes to the security and comfort of the Central Plaza and its surrounding, as well lighting with a lively and colorful character that lends a special identity of the District, is encouraged.
- **Advisory Criteria:** Lighting techniques should present a contemporary, state-of-the-art display, offer a unique and visually stimulating experience, accentuate the surrounding architecture, and highlight special uses and activities.
- Design Criteria: Pedestrian scale fixtures should be introduced where they are most likely to promote safety and comfort, and least likely to inhibit flexible use of the space.
- Design Criteria: Special event lighting should be directed away from adjacent properties and roadways, and shielded as necessary.

B. 11th Street (Chick Hearn Court) Pedestrian Area

Design Guideline 28: Articulate the design of the 11th Street Pedestrian Area to differentiate it from the standard street. Unify the design and treatment of the 11th Street Pedestrian Area with the Central Plaza and Star Plaza at **STAPLES CenterCrypto.com Arena**.

- Design Standard 28A: Paving shall be coordinated with the adjacent plazas to complement these spaces and support the easy flow of pedestrian traffic across these spaces during off-peak closure to vehicular traffic.
- Design Standard 28B: The design of the 11th Street Pedestrian Area shall feature special paving, ~~flat or rolled curbs, fixed bollards with removable chains along the curb line,~~ and other improvement required by LADOT. If the area is vacated or otherwise permanently closed off to vehicular traffic, the area should be designed to create a level plaza, with minimum or no curbs.

**APPENDIX B
TRIP GENERATION TABLE**

Land Use Type	Units	Inbound	Outbound	Total ¹
Hotel	Rooms	0.163	0.145	0.308
Live Theater	Seats	0.009	0.009	0.018
Entertainment	GSF	0.482	0.257	0.739
Museum	GSF	0.294	0.588	0.882
Restaurants	GSF	2.209	1.091	3.300
Retail	LSF	0.877	0.949	1.827
General Office	GSF	0.194	0.938	1.132
Residential	DU	0.156	0.100	0.256
Sports Broadcast Office	GSF	0.239	0.146	0.385
Cinemas	Seats	0.022	0.039	0.062
Convention Center Expansion	GSF	0.124	0.696	0.820
Production/Technical Office/Studio	GSF	0.142	0.355	0.477

1. Based on Weekday PM Peak Hour

APPENDIX C
TRAFFIC IMPROVEMENTS

1. Blaine Street/11th Street/SR-110 SB on-ramp. Ramp to be widened to two lanes.
2. Cherry Street to Pico Boulevard. Widen the northbound approach on Cherry Street and re-stripe to provide two exclusive left turn lanes, two through lanes, and an exclusive right turn lane.
3. Georgia Street at Olympic Boulevard. Add a westbound protected left turn phase on Olympic Boulevard, and widen the northbound approach on Georgia Street to provide one exclusive left turn lane, one through lane, and one exclusive right turn lane.
4. Francisco Street & Olympic Boulevard. Install a new traffic signal. Widen Olympic Boulevard on the south side and re-stripe the westbound approach to provide a dual left turn lane (into the Project driveway). Provide a four-lane Project driveway, configured for two inbound lanes and two outbound lanes to the underground parking garage. Outbound lanes to be striped for a shared left/through/right turn lane and an exclusive right turn lane. To the west of the Project driveway, provide a one lane southbound entry to the on-site surface driveway into the site. Re-stripe the southbound approach on Francisco Street to provide one exclusive left turn lane and a shared through/right lane.
5. Figueroa Street & Olympic Boulevard. Widen and re-stripe the eastbound approach on Olympic Boulevard, to provide two exclusive left turn lanes, three through lanes, and an exclusive right turn lane. Widen the westbound approach on Olympic Boulevard and re-stripe the approach, to provide an exclusive left turn lane, three through lanes, and an exclusive right turn lane. Lengthen the existing northbound left turn on Figueroa Street.
6. 11th Street at Grand avenue. Re-stripe the westbound approach on 11th Street to provide one exclusive left turn lane, and two through lanes.
7. Neighborhood Traffic Management Plan. Fund up to \$100,000 for studies, evaluations, and implementation of a Neighborhood Traffic Management Plan, under the direction of LADOT. The Plan could include both traffic management measures and permit parking programs. This amount may be guaranteed with a bond. After a period of three years from opening the Project, the bond would be terminated and/or any unused monies returned to the Applicant.
8. Enhance connections and linkages to transit. This including physical linkages to the Metro Blue Line Station at Flower Street/Pico Boulevard, as well as directional signage to bus and rail lines, and the provision of landscaped bus stops with passenger amenities such as benches, shaded areas, and electronic real-time transit transformation.
9. Bus Shelters. Install six new bus shelters throughout the project area, at locations to be agreed between the Applicant, LADOT, and LACMTA. These will be City standard bus shelters at a minimum, although the Applicant may modify the design to fit in with the overall urban design/streetscape of the Project with the approval of the City.
10. Transit information kiosks. Provide up to two transit information kiosks on-site (one on the Olympic properties and on the Figueroa properties) for the purpose of providing information about the available transit in the area, and of dispensing tickets/passes, if feasible.
11. Crosswalks. Install 30-foot wide crosswalks at Figueroa Street/Olympic Boulevard, Figueroa Street/Pico Boulevard, 12th Street/Flower Street, and Pico Boulevard/Flower Street, where and as feasible.
12. Transportation Demand Management. Initiate and maintain a transportation demand management program that will actively promote the use of transit and rideshare, including providing Project employees and visitors with transit and rideshare information.
13. Off-site employer parking. Provide off-site parking for employees (to the north, east, and south of the Project) along with the shuttle bus service from parking locations to the Project.

14. Directional signage on access/egress corridors. Provide fixed signage on access/egress corridors to the Project to help direct inbound traffic to parking facilities, and outbound traffic to arterial and freeway ramps, up to a total of \$25,000.
15. Changeable message signs on surface streets. Participate in providing up to three additional changeable message signs (CMS), if necessary, on the surface street system in the Project area, that will be linked into the existing Traffic Operations Center (TOC), that will help direct traffic and ensure smooth traffic flows during Convention Center and ~~STAPLES Center~~[Crypto.com Arena](#) events.
16. Changeable message sign on freeway. Participate with Caltrans to provide one additional changeable message sign (CMS) on the freeway mainline system, if Caltrans determines it to be necessary or desirable.
17. Coordinate with Caltrans and LADOT to develop fixed and changeable signage programs to direct traffic to utilize the various different freeway off-ramps in the Project area, where necessary.
18. Participate in the existing South Park Event Parking & Circulation Management Plan, and the ongoing traffic management activities coordinated by the South Park Event Coordinating Committee.
19. 11th Street closure improvements. Develop a Traffic Control Plan, requiring LADOT approval, prior to completion and public use of the plaza to the north of 11th Street. Among the potential measures that could be included in the plan are the following (subject to the approval of LADOT):
 - Implement temporary traffic barriers or pop-up bollards on 11th Street west of Figueroa Street and east of Georgia Street to prevent traffic entering 11th Street between Georgia and Figueroa Streets during closure periods.
 - Add electronic signs to signal poles and signal mast arms at the intersections of 11th Street/Figueroa Street and 11th Street/Georgia Street, to indicate "No Entry", "Turn Left", and "Turn right" during street closures.
 - Add changeable message signs at locations to be determined by LADOT, advising motorists of alternate routes to 11th Street during street closures. Such signs would be located in the immediate vicinity of the block of 11th Street to be closed at the following intersections:
 - 11th Street & Figueroa Street
 - Olympic Boulevard & Figueroa Street
 - Olympic Boulevard & Georgia Street
 - 11th Street & Georgia Street
 - Add signs on the street approaches to the block of 11th Street to be closed to give motorists advance warning and information of alternate routes, such as at the following locations:
 - 11th Street, east of Flower Street
 - 11th Street, east of Olive Street
 - Cherry Street, south of 12th Street
 - If necessary, provide additional temporary measures, such as coning temporary traffic lanes, at the following locations:

- Olympic Boulevard & Figueroa Street
 - Olympic boulevard & Georgia Street
 - 11th Street & Georgia Street
 - 11th Street & Figueroa Street
20. 9th Street/SR-110 SB off-ramp/Georgia Street. (Voluntary measure) Cul-de-sac James Wood Boulevard immediately west of the 110 Freeway. Re-stripe James Wood Boulevard east of the 110 Freeway to allow right turn at Georgia Street. (Subject to City processing the cul-de-sac).
 21. Figueroa Street conversion to two-way between 9th Street & Olympic Boulevard. (Voluntary measure) Widen west side of Figueroa Street by 6 feet and re-stripe street to add one 20-foot southbound lane. (Contingent on City obtaining right-of-way).
 22. Provide fair share of costs for improvement of the NB SR 110 9th Street off-ramp.
 23. Re-align 12th Street to provide connections west of Figueroa and east of Flower Street.

APPENDIX D

ENVIRONMENTAL IMPACT THRESHOLDS¹

The following table indicates the areas of environmental impact which were quantified by the Specific Plan's EIR. Impacts which cannot be quantified are not listed. For thresholds related to traffic, please refer to the Environmental Equivalency Matrix within Section 6.

IMPACT AREA	CUMULATIVE THRESHOLD		
Air Quality	Peak emissions for <u>construction</u> activities:		
		Daily	Quarterly
	<u>Pollutant</u>	<u>(lbs/day)</u>	<u>(tons/qtr)</u>
	CO	1,343	34.5
	ROC	550	44.0
	NO _x	1,497	4.1
	SO _x	90	18.5
	PM ₁₀	168	2.7
	Peak emissions for <u>operational</u> activities:		
		Daily	
	<u>Pollutant</u>	<u>(lbs/day)</u>	
	CO	2,546	
	ROC	674	
	NO _x	337	
	SO _x	880	
PM ₁₀	18		
Grading	Maximum of 28,839 cubic yards per day of earth to be excavated.		
Surface Water Runoff	All developable areas may be covered with impervious surfaces.		
Water Usage	Maximum increase of 1,660,140 gallons/day.		
Sanitary Sewers	Maximum increase of 1,383,450 gallons/day.		
Solid Waste	Maximum increase of 31,170 lbs/day.		
Housing	Maximum of 800 dwelling units.		

¹ So long as a Project does not cause the Specific Plan to exceed any of the thresholds listed in this table, no further environmental review is required for individual Projects. If a Project exceeds any of these thresholds or creates an impact in an area not indicated in this table, then additional environmental review is required. Projects which comply with all other regulations established by this Specific Plan are determined to not exceed the environmental thresholds of the EIR. (As an example, building height regulations of the Specific Plan are within the shade/shadow analysis of the EIR.) The same standards and methodologies which were utilized in the EIR to establish the Specific Plan's environmental impacts shall be used in calculating whether a Project conforms to the thresholds listed in this table.



Department of City Planning

City Hall, 200 N. Spring Street, Room 525, Los Angeles, CA 90012

February 23, 2022

TO: City Planning Commission

FROM: William Lamborn, City Planner

TECHNICAL MODIFICATION TO THE STAFF RECOMMENDATION REPORT FOR CASE NO. CPC-2019-4572-GPA-VZC-HD-SP-SN; 1201 S. FIGUEROA STREET

The following clarifications, technical modifications, corrections, and attachments are to be incorporated into the staff recommendation report to be considered at the City Planning Commission meeting of February 24, 2022, related to Item No. 11 on the meeting agenda.

Staff Report: Appendix A: Convention Center and Arena Specific Plan

Corrections to the definition of a “Project” in the Specific Plan should be made to broaden the exemption for interior remodeling and maintenance and repair work. Currently, interior remodeling which also specifically includes a change of use would be considered a “Project”. However, changes of use which conform to the Specific Plan’s permitted use list are already separately exempted and addressed in the fifth exemption listed under the “Project” definition. In addition, the requirement for a building permit for maintenance or repair work (such as roof maintenance, plumbing upgrades, etc.) that would otherwise be exempt should not be a trigger for a “Project”, and should be deleted:

Section 3. Definitions:

Project. *The construction, erection, addition to or structural alteration of any building or structure, or improvement or change in use of a building, structure, or land within a Subarea located in whole or in part within the Specific Plan area that requires the issuance of a grading permit, foundation permit, building permit, use of land permit or permit for a change in use. However, the term “Project” shall not include the following:*

- 1. Any demolition, in substantial conformance with the Approved Initial Development.*
- 2. Exterior remodeling of any building, structure, or improvement, unless the aggregate value of the work, in any one 24-month period, is greater than 50% of the replacement value of the building or structure before the alteration or addition, as determined by the Department of Building and Safety;*

3. Interior remodeling of any building ~~that does not include a change of use~~;
4. Notwithstanding Section 12.23.A.5 of the LAMC, the rehabilitation or reconstruction of a conforming or nonconforming building, structure or improvement which was damaged or destroyed by fire, flood, wind, earthquake or other natural or man-made disaster provided that the repaired building or structure shall have substantially the same purpose and capacity as the original building, structure or improvements and shall otherwise comply with the requirements of this Specific Plan;
5. A temporary use of land, or a change or relocation in use within or between any building, structure, or improvement or plaza area, provided that the temporary use of land, proposed use or relocated use is a Permitted Use;
6. Landscape, public art installations, open space and streetscape improvements and the relocation thereof, so long as such improvements and location are in substantial conformance with this Specific Plan; and
7. Maintenance and repairs ~~that do not require a building permit~~.

Minor technical edits are required throughout the proposed Specific Plan, to remove various references to “Gil Lindsay Plaza”, which should be corrected to state, “Gilbert Lindsay Plaza”. This includes the following:

Section 3. Definitions:

Approved Initial Development. The Approved Initial Development shall mean the buildings, structures, improvements, plaza areas, and streetscapes shown in Appendix A, and further development of such plans, provided the same are a logical progression from the plans in Appendix A, including, without limitation, the following: the New Hall; modifications to the South Hall, the South Hall Plaza, the West Hall, North Lobby, and the Concourse Hall; ~~Gil~~ Gilbert Lindsay Plaza; Central Plant, Loading Dock and related on- and off-site infrastructure improvements. The Approved Initial Development does not include Pico Passage, Bond Street Garage, or other parking garages.

Section 4.1.A Permitted Uses (within bullet point list):

Parking (except in Subarea 2: ~~Gil~~ Gilbert Lindsay Plaza)

Section 4.5.C. Subarea 2: Gilbert Lindsay Plaza

Prior to the issuance of any permit for ~~Gil~~ Gilbert Lindsay Plaza improvements (including landscape improvements) within Subarea 2, final design plans shall be submitted to the Director of Planning. Review of plans in substantial conformance with the Specific Plan and the Approved Initial Development set forth in Appendix A shall be conducted through an Administrative Clearance procedure. Otherwise, plans not in substantial conformance shall be conducted through a Project Permit Compliance procedure, or modification, adjustment, exception, or amendment process, as applicable.

The maximum building height for parking structures in Subarea 4: Parking, should be corrected, as the previously cited maximum height referred to height to the floor level, but did not consider building height measured to the top of the structure's parapet or other appurtenances. In addition, "Gil Lindsay" should be corrected to be "Gilbert Lindsay":

Section 4.3.D Building Height and Massing:

The maximum permitted building heights within the Specific Plan area shall be as set forth as follows, provided, however, that signage and Public Art Installations shall be exempt from the height limitations. Allowable projections permitted in the LAMC need not be included in the height calculation.

- Subarea 1: Convention Center - 165 feet
- Subarea 2: ~~Gil~~ **Gilbert** Lindsay Plaza - 65 feet
- Subarea 3: Arena - 200 feet
- Subarea 4: Parking – ~~75~~ **85** feet

Two pages (Page A1-01 Level 230 – Parking Plan and page SD2.01 – Pico Passage) in the Specific Plan's Exhibit A - Approved Initial Development should be replaced to include the following corrected parking numbers and the following clarifying text regarding the traffic improvements at South Hall Drive and Pico Boulevard (see Attachment 1):

Page A1-01 Level 230 – Parking Plan

Existing South Hall Parking: 1671 spaces (1256 spaces when Kentia Hall in use)

Existing West Hall Parking: 1625 spaces (1475 spaces if New Hall is constructed)

Existing Cherry Street Garage: 850 spaces (2950 spaces if LA Live Garage is constructed)

Existing Bond Street Lot: 282 spaces (930 spaces if Bond Street Garage is constructed)

Existing Venice Street Garage: 1121 spaces

Page SD2.01 – Pico Passage

A new traffic signal on Pico Boulevard at South Hall Drive would provide for westbound left turns to South Hall Drive to facilitate access to the new Bond Street garage from Pico Boulevard east of LA Live Way. Operation of this signal would be coordinated with the signal at Pico Boulevard and L.A. Live Way and they would operate as one signal. Northbound South Hall Drive would be limited to right-turn out only. The exit driveway from the drop-off and pick-off area on the north side of Pico Boulevard would not be a part of or controlled by this signalized intersection. Clear directional routing signage to the new Bond Street Garage would be provided on westbound Pico Boulevard, to utilize this garage access route.

Staff Report Appendix B: Convention Center and Arena Sign District

A correction is needed to the table in Section 7.C.1 (Digital Display - Sign Area) regarding the maximum allowable Digital Display sign area permitted in the Arena Zone. The current identified 3,024 square foot limit only includes the sign area of a new proposed Digital Display, and inadvertently did not include the existing 192 square foot Digital Display located on the north side of the arena (Sign E.01 on Exhibit A Conceptual Sign Plans). As such, the 3,024 square foot limit would be adjusted to 3,216 square feet in order to match Exhibit A:

Section 7.C.1 Digital Displays – Sign Area.

An individual Digital Display shall not exceed 26,400 sf in area. The total combined area of Digital Displays shall not exceed the following per Sign Zone:

	<i>Arena</i>	<i>Chick Hearn Court</i>	<i>Figuerroa Corridor</i>	<i>Freeway-Edge</i>
<i>Maximum Total Digital Display Sign Area</i>	<u>3,216</u> 3,024 sf	6,700 sf	30,540 sf	25,492 sf (Option A) 32,744 sf (Option B) 39,560 sf (Option C)
<i>NOTE: A Digital Display may be replaced in its same location with a Supergraphic Sign. In that instance, the Supergraphic Sign area shall be deducted from the Maximum Total Digital Display Area within the Sign Zone.</i>				

Due to the recent name change for the on-site arena from STAPLES Center to Crypto.com Arena, wall signs containing the new arena name have recently been submitted. The new wall signs would be considered larger than permitted per the Los Angeles Municipal Code (LAMC) due to the incorporation of a background design, which would count towards the wall sign area. As such, modifications to various sections of the Sign District are recommended to include the following provisions (see Attachment 2 to view tracked changes):

- Incorporate the arena wall signs to the Sign District's Appendix A Conceptual Sign Plan.
- Provide an administrative clearance process for the arena wall signs which are in substantial conformance with the sign plan.
- Require a discretionary review process for arena wall signs which deviate within certain parameters from the sign plan.
- Address the size and location of the signs.

In addition, the proposed Sign District includes provisions to allow amendments to the Sign District should potential new Arena Freeway Signs be proposed in the future. However, as there is one existing Arena Freeway Sign (shown as E.02 in Appendix A Conceptual Sign Plan) located adjacent to the Convention Center's Venice Garage at Figuerroa Street and Venice Boulevard, it is recommended that additional standards be included to address any potential modifications or replacement in-place of the sign, as otherwise the Sign District is silent on potential changes.

This would include modifications to various sections of the Sign District regarding (see Attachment 2 to view tracked changes):

- Allowance for modification or replacement in-place.
- A discretionary review process for modification or replacement.
- Any Digital Display component would be subject to the Digital Display standards for Freeway Edge Zones, including hours of operation limited to 6am – 2am, and a 300 candela nighttime illumination limit.

General Plan Amendment and Zone Change Clarification

The Convention Center Expansion project includes a General Plan Amendment to Footnote 15 of the existing Central City Community Plan Map to amend the footnote's language. The footnote currently identifies the Convention and Event Center (CEC) zone as a corresponding zone to the Public Facilities land use designation. The General Plan Amendment would replace references to the previous CEC zone with an updated Convention Center and Arena (CCA) zone, as follows:

Footnote 15: The Convention ~~and Event~~ Center and Arena Specific Plan Zone (~~CEC~~ CCA) shall be a corresponding zone with respect to the Public Facilities land use designation and, notwithstanding the above footnotes, the FAR, height, and other development standards within the Convention ~~and Event~~ Center and Arena Specific Plan area zoned ~~CEC~~ CCA shall be those set forth in the Convention ~~and Event~~ Center and Arena Specific Plan.

Concurrently, there is a separate and wider policy effort to comprehensively update the Central City Community Plan area's land use designations, maps, and zoning, also known as DTLA2040. The City Planning Commission previously considered and acted on the Central City Community Plan Update at its meeting on September 23, 2021. At that time, the CCA zone was not an existing zone, and therefore, the Commission recommended to maintain the Public Facilities land use designation for the site and recommended the corresponding [HB6-SH1-5] [P2-FA] [CPIO-O] zone for the Convention Center and Arena and the [HB6-G1-5] [P2-FA] [CPIO-O] zone for the parking areas. If the Commission chooses to recommend approval of the CCA zone as part of its actions for Item 11, then in order to remedy the discrepancies between the two Commission actions, it should be clarified that the current recommendation to identify the CCA zone as a corresponding zone to the Public Facilities land use designation should supersede the Commission's previous recommendation, and that the Commission's action be forwarded for the record to the Community Plan Update case file.

Attachment 1: Specific Plan Exhibit A: Initial Development Plans (two replacement pages)

Attachment 2: Sign District (in entirety, tracked changes, and additional Exhibit pages for Arena)

ITEM NO. 11
CPC-2019-4572-GPA-VZC-HD-SP-SN

ATTACHMENT 1:

SPECIFIC PLAN EXHIBIT A:
INITIAL DEVELOPMENT PLANS
(two replacement pages)

A new traffic signal on Pico Boulevard at South Hall Drive would provide for westbound left turns to South Hall Drive to facilitate access to the new Bond Street garage from Pico Boulevard east of LA Live Way. Operation of this signal would be coordinated with the signal at Pico Boulevard and L.A. Live Way and they would operate as one signal. Northbound South Hall Drive would be limited to right-turn out only. The exit driveway from the drop-off and pick-up area on the north side of Pico Boulevard would not be a part of or controlled by this signalized intersection. Clear directional routing signage to the new Bond Street Garage would be provided on westbound Pico Boulevard, to utilize this garage access route. Note added 2.23.2022 per Technical Modification.

CENTRAL PLAN SITE AREA - 28,000 SQ. FT.

- NEW CONCRETE SIDEWALKS
- IRRIGATED ORNAMENTAL PLANTING
- EXISTING STREET TREES (OUTSIDE OF NEW STRUCTURE) - TO REMAIN
- NEW ASPHALT STREETS WITH CONCRETE CURB & GUTTER
- SITE FURNISHINGS/VEHICULAR CONTROL
- NEW STREET/PEDESTRIAN LIGHTING
- NEW DRAINAGE AS REQUIRED

REVISED SOUTH HALL DRIVE - 35,000 SQ. FT.

- NEW MEDIAN
- NEW ASPHALT STREET - (2) LANES EACH WAY WITH CONCRETE CURB & GUTTER
- STREET/PEDESTRIAN LIGHTING
- SITE FURNISHINGS/VEHICULAR CONTROL
- NEW DRAINAGE AS REQUIRED

PICO UNION GATEWAY - 14,000 SQ. FT.

- NEW CONCRETE SIDEWALKS
 - DECORATIVE CONCRETE
 - UNIT PAVERS
- NEW MEDIAN
- NEW ASPHALT DRIVE LANE (3) LANES WITH CONCRETE CURB & GUTTER
- STREET/PEDESTRIAN LIGHTING
- SITE FURNISHINGS/VEHICULAR CONTROL
- NEW DRAINAGE AS REQUIRED

 SOUTH HALL PORTE-COCHERE - 53,000 SQ. FT.

- NEW CONCRETE SIDEWALKS
 - DECORATIVE CONCRETE
 - UNIT PAVERS
- NEW MEDIAN
- NEW ASPHALT DRIVE LANE (3) LANES WITH CONCRETE CURB & GUTTER
- STREET/PEDESTRIAN LIGHTING
- SITE FURNISHINGS/VEHICULAR CONTROL
- NEW DRAINAGE AS REQUIRED

REVISED PICO BOULEVARD - 56,000 SQ. FT.

- NEW MEDIAN
- NEW ASPHALT STREET - (3) LANES EAST - 2 LANES WEST
- NEW CONCRETE CURB & GUTTER
- STREET/PEDESTRIAN LIGHTING
- SITE FURNISHINGS/VEHICULAR CONTROL
- NEW DRAINAGE AS REQUIRED

ATRIUM PORTE-COCHERE - 40,000 SQ. FT.

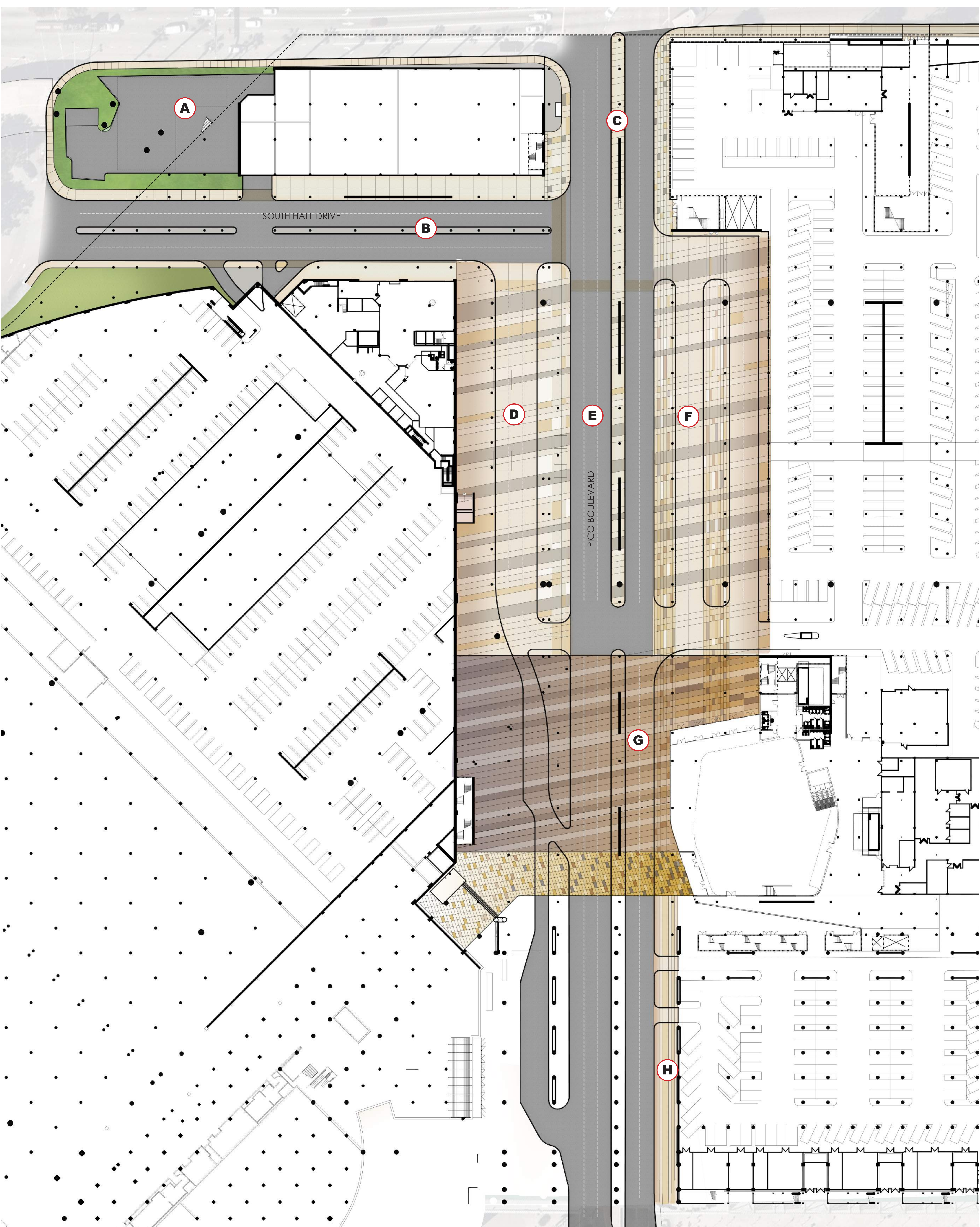
- NEW CONCRETE SIDEWALKS
 - DECORATIVE CONCRETE
 - UNIT PAVERS
- NEW MEDIAN
- NEW ASPHALT DRIVE LANE (3) LANES WITH CONCRETE CURB & GUTTER
- STREET/PEDESTRIAN LIGHTING
- SITE FURNISHINGS/VEHICULAR CONTROL
- PARKING CONTROL
 - (1) GUARD BOOTH
 - (2) GATE ARMS
- NEW DRAINAGE AS REQUIRED

ENTRY EXPERIENCE ZONES- 45,000 SQ. FT.

- NEW CONCRETE SIDEWALKS
 - DECORATIVE CONCRETE
 - UNIT PAVERS
- ARTWORK/ILLUMINATED PATHWAYS
 - STREET/PEDESTRIAN LIGHTING
- NEW ORANGE LOT ENTRY DRIVE - ASPHALT - (2) LANES
 - PARKING CONTROL
- SITE FURNISHINGS/VEHICULAR CONTROL
- NEW DRAINAGE AS REQUIRED

GIL LINDSEY GATEWAY - 7,000 SQ. FT.

- NEW CONCRETE SIDEWALKS
 - DECORATIVE CONCRETE
 - UNIT PAVERS
- ARTWORK/ILLUMINATED PATHWAYS
 - STREET/PEDESTRIAN LIGHTING
- NEW ORANGE LOT ENTRY DRIVE - ASPHALT - (2) LANES
- PARKING CONTROL
 - (2) GATE ARMS
 - CARD READER
- SITE FURNISHINGS/VEHICULAR CONTROL



LEGEND

-  CONCRETE PAVEMENT
 -  DECORATIVE PAVEMENT
- DECORATIVE CONCRETE
- DECORATIVE PAVERS
 -  ASPHALT PAVEMENT
 -  ORNAMENTAL PLANTING AREAS

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EXPANSION AND RENOVATION
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SCHEMATIC DESIGN+
05/17/19

REVISIONS

[illegible]

PROJECT NO.	19.4837	ISSUED BY:	POPULOUS
SUBMIT DATE:	05/17/19		

PICO
PASSAGE

DISCIPLINE - CATEGORY - SUB CATEGORY - SHEET

SD2.01

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CORRECTED PARKING TOTALS (in lieu of below):

Existing South Hall Parking: 1671 spaces (1256 spaces when Kentia Hall in use)
Existing West Hall Parking: 1625 spaces (1475 spaces if New Hall is constructed)
Existing Cherry Street Garage: 850 spaces (2950 spaces if LA Live Garage is constructed)
Existing Bond Street Lot: 282 spaces (930 spaces if Bond Street Garage is constructed)
Existing Venice Street Garage: 1121 spaces

Note: Corrected 2.23.2022 per Technical Modification

PARKING TOTALS

WEST HALL PARKING (EXISTING) 1605 STALLS
NET PARKING LOSS (-131)
WEST HALL PARKING NET 1474 STALLS

BUS DROP OFF/ PICO IMPROVEMENT (-87)
NORTH LOBBY CONNECTION (-26)
NEW ELEC VAULT (-6)
SEISMIC UPGRADES WEST HALL (-12)

SOUTH HALL PARKING (NO IMPACT) 1655 STALLS

CAMPUS TOTAL: 3,129 STALLS

CHERRY PARKING STRUCTURE
891 STALLS

1,467 STALLS
WEST HALL

1,655 STALLS
SOUTH HALL

VENICE PARKING
STRUCTURE
1,121 STALLS

ROOM CLASSIFICATION LEGEND

- MEP
- Other
- Public Lobbies Concourses Prefunction
- Public Toilet Rooms
- Public Toilet Rooms - Renovation
- Service and Operations
- Support Spaces
- Support Spaces - Renovation
- Vertical Circulation
- Vertical Circulation Lobby

SITE LEGEND

- AREA NOT WITHIN PROJECT LIMIT
- AREA OF RENOVATION
- PROJECT LIMIT LINE
- LEVEL 230 OVERALL PLAN - STREET LEVEL
- 1/64" = 1'-0"



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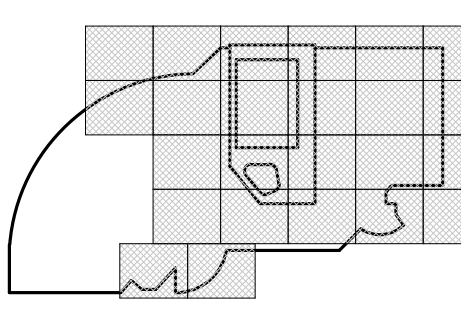
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LOS ANGELES CONVENTION CENTER
EXPANSION AND RENOVATION
1201 S. Figueroa Street, Los Angeles, CA 90015

SCHEMATIC DESIGN+ 05/17/19

REVISIONS

NO.	DATE	DESCRIPTION



PROJECT NO. 19-4837

ISSUED DATE: 05/17/19

SHEET TITLE: OVERALL REFERENCE PLAN - LEVEL 230

DISCIPLINE - CATEGORY - SUB CATEGORY - SHEET

A1-01

ITEM NO. 11
CPC-2019-4572-GPA-VZC-HD-SP-SN

ATTACHMENT 2:

SIGN DISTRICT

(in entirety, with tracked changes, including additional
Exhibit pages for Arena Wall Signs)

Convention Center and Arena Sign District

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Appendix A Conceptual Sign Plans

MAPS

Map 1 Convention Center and Arena Sign District Boundaries

Map 2 Sign District Zones

ORDINANCE NO. _____

CONVENTION CENTER AND ARENA SIGN DISTRICT

An Ordinance amending and restating a Sign District, formerly known as the Convention and Event Center Sign District (Ordinance No. 182,281) and hereafter known as the Convention Center and Arena Sign District (Sign District), pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (LAMC).

WHEREAS, the development of STAPLES Center Arena (now named Crypto.com Arena) (Arena) and the Los Angeles Sports and Entertainment District (LASED) projects have served as a catalyst for the removal of blight and renewed interest and investment in the Central City as a key business, entertainment, and cultural destination and have enlivened the Los Angeles Convention Center (Convention Center) and increased its attendance and events; and

WHEREAS, in October 2012, the City Council approved entitlements, including the Convention and Event Center Specific Plan (Existing Specific Plan), for a project to construct an event center intended to host a National Football League team on the site of the existing West Hall (Event Center), construct replacement exhibit and meeting hall space to modernize and expand the Convention Center, and develop other site improvements, including implementation of a comprehensive signage program pursuant to the Convention and Event Center Sign District (Existing Sign District); and

WHEREAS, the entitlements for the Convention and Event Center project were approved but not, by their own terms, effectuated because, among other things, the Event Center is no longer proposed to be constructed; and

WHEREAS, the Existing Specific Plan has been amended and restated, and is now known as the Convention Center and Arena Specific Plan, to provide for the expansion and modernization of the Convention Center to provide enhanced opportunities for conventions and trade shows, other major events, tourism, and similar or related uses; and

WHEREAS, development in accordance with the Convention Center and Arena Specific Plan will enhance the social, cultural, and economic goals of the City of Los Angeles (City), will expand the economic base of the City by providing additional employment opportunities and additional revenues to the region; and will specifically enhance the existing Convention Center and Crypto.com Arena and the future Convention Center development by providing public gathering places and a pedestrian friendly environment; and

WHEREAS, expansion and modernization of the Convention Center will encourage additional urban infill and public-transit oriented redevelopment, including hotels, multi-family residential, office and retail projects on and around Figueroa Street, and will further support the momentum which is transforming the Central City into a world class business, entertainment, and cultural hub; and

WHEREAS, unique and vibrant signage continues to be required in the Convention Center and Arena Sign District both to attract visitors to the Central City area and to attract investment

required to carry out the Convention Center expansion and modernization; and

WHEREAS, this Ordinance has been developed in conjunction with and in furtherance of the Convention Center and Arena Specific Plan and includes certain modifications to the Existing Sign District to reflect the removal of a substantial volume of signage previously proposed for the Event Center and to better tailor the program to a project focused exclusively on expansion and enhancement of the Convention Center.

NOW, THEREFORE, THE PEOPLE OF THE CITY OF LOS ANGELES DO ORDAIN AS FOLLOWS:

SECTION 1. ESTABLISHMENT OF THE CONVENTION CENTER AND ARENA SIGN DISTRICT.

- A. Boundaries.** The City Council hereby amends and restates in its entirety the Existing Sign District, known hereafter as the Convention Center and Arena Sign District, which shall be applicable to that area of the City shown within the heavy dashed line on Map 1, comprising the approximately 68 acre site owned by the City and bounded generally by Chick Hearn Court on the north; Figueroa Street on the east; Venice Boulevard on the south; and the Caltrans right of way adjacent to the 110 Freeway on the west.
- B. Non-Contiguous Parcels.** Notwithstanding LAMC Section 13.11.B, the Sign District boundaries may be amended to include non-contiguous parcels proximate to the 10 (Santa Monica) or 110 (Harbor) Freeways containing Arena Freeway Signs.
- C. Sign Zones.** This Sign District is divided into four Sign Zones as shown on Map 2. The purpose of the Sign Zones is to address the relationship between sign intensity and the uses surrounding each Sign Zone.

MAP 1: Convention Center and Arena Sign District Boundaries

[NOTE: INTERIM EXHIBIT, MAP IS BEING UPDATED]



Sign District
Boundary

Convention Center and Arena Sign District



MAP 2: Sign District Zones

[NOTE: INTERIM EXHIBIT, MAP IS BEING UPDATED]



Sign Zone
Arena Zone
Chick Hearn Court Zone
Figueroa Corridor Zone
Freeway Edge Zone

Sign District Zones



SECTION 2. PURPOSE.

A. Purpose. The Sign District is intended to:

1. Support and enhance the land uses and urban design objectives in the Central City Community Plan and the Convention Center and Arena Specific Plan;
2. Reinforce the pedestrian-oriented character of the streets within and immediately surrounding the Sign District by allowing and encouraging pedestrian-oriented signs throughout the Sign District;
3. Establish Sign Zones and provide further regulation of signs in order to:
 - a. Ensure the quality of the Sign District's appearance;
 - b. Ensure that new signs are responsive to and integrated with the aesthetic character of the Convention Center and Arena in the areas on which they are located, and are positioned in a manner that is compatible both architecturally and relative to the other signage within the Sign District;
 - c. Encourage creative, well-designed signs that contribute in a positive way to the visual environment of the Sign District and the Central City Community Plan area in a manner that accentuates the architectural characteristics of the Convention Center and the Crypto.com Arena and reinforces the Sign District's sense of place as a major convention, tourism, urban sports and entertainment destination venue, an exciting pedestrian experience and a lively commercial neighborhood with a visually attractive character.
 - d. Ensure that signs are consistent with the identity established by the Convention Center, Crypto.com Arena, the Los Angeles Sports and Entertainment District, and L.A. LIVE, integrated, and compatible in scale with the aesthetic character of the structures on which they are located and relative to the other signage on site while maintaining compatibility and sensitivity to surrounding uses; and
 - e. Coordinate the location and display of signs to minimize potential traffic hazards and protect public safety.

SECTION 3. APPLICATION OF SUPPLEMENTAL USE DISTRICT REGULATIONS.

- A. This Ordinance regulates signs within the Sign District. The regulations of this Ordinance are in addition to those set forth in the Planning and Zoning provisions of the Los Angeles Municipal Code (Code). These regulations do not convey any rights not otherwise granted under the provisions and procedures contained in the Code or other relevant ordinances, except as specifically provided for in this Ordinance.
- B. Wherever this Ordinance contains provisions that establish regulations that are different from, more restrictive than, or more permissive than the Code or other relevant codes and ordinances, this Ordinance shall prevail.

SECTION 4. DEFINITIONS.

Whenever the following terms are used in this Ordinance, they shall be construed as defined in this Section. Notwithstanding Code Section 13.11, words and phrases not defined here shall be construed as defined in Sections 12.03 and Article 4.4 of the LAMC.

Aerial View Sign. A sign that is applied or placed upon the roof surface, approximately parallel with the roof plane, intended to be viewed primarily from the sky.

Arena. The sports and entertainment building within the Sign District, commonly known as Crypto.com Arena.

Arena Freeway Sign. A sign that is consistent with the requirements of California Business & Professions Code Section 5272(b)-(i) (which applies to advertising displays within view of public highways, within a City of Los Angeles geographic area), as applicable, including as later amended, and located on a contiguous or non-contiguous parcel of the Sign District.

Conceptual Sign Plans. The Site Plan and Sign Elevations for Options A, B, and C depicting the approved locations for Supergraphic Signs and Digital Displays, [and Sign Plans for Wall Signs within the Arena Zone](#), within the Sign District attached to this Ordinance as Appendix A.

Digital Display. A sign face, building face, and/or any building or structural component that displays still images, scrolling images, moving images, or flashing images, including video and animation, through the use of grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics, or other electronic media or technology that is either independent of or attached to, integrated into, or projected onto a building or structural component, and that may be changed remotely through electronic means.

Off-Site Sign. A sign that displays any message directing attention to a business, product, service, profession, commodity, activity, event, person, institution, or any other commercial message, which is generally conducted, sold, manufactured, produced, or offered or occurs elsewhere than within the boundaries of the Sign District.

On-Site Sign. A sign that is other than an Off-Site Sign, including any sign for any other use within the Sign District regardless of the parcel the use or sign is located.

Pillar Sign. A freestanding sign that is mounted directly on the ground, consisting of rectangular sign faces or a sculptural themed shape, with a horizontal dimension that does not exceed the length of the vertical dimension.

Projecting Sign. A sign, other than a wall sign, that is attached to a building and projects outward from the building with one or more sign faces approximately perpendicular to the face of the building.

Wall Sign. [Any sign attached to, painted on or erected against the wall of a building or structure, with the exposed face of the sign in a plane approximately parallel to the plane of the wall.](#)

Note: Definitions for other Signs referenced in this Ordinance are provided in the Code.

SECTION 5. PROCEDURAL REQUIREMENTS.

- A. Building Permits.** The Los Angeles Department of Building and Safety (LADBS) shall not issue a permit for a sign, a sign structure, sign illumination, or alteration of an existing sign within the Sign District unless the sign complies with: (1) the requirements of this Ordinance as determined by the Director of Planning or his/her designee (Director); and (2) applicable requirements of the Code.
- B. Director Sign Off Required.** With respect to the following signs, only a ministerial Director sign-off on the permit application will be required prior to issuance by LADBS of a building permit. The Director shall approve the permit application if the sign complies with all the applicable requirements of this Ordinance and Appendix A and the applicable requirements of the Code. The Director's approval shall also be indicated by stamping and dating the permit plans.
1. Aerial View Signs;
 2. Digital Display, in substantial compliance with Section 6.D and the Conceptual Sign Plans attached as Appendix A;
 3. Supergraphic Signs in substantial compliance with Section 6.D and the Conceptual Sign Plans attached as Appendix A;
 4. Pillar Signs;
 5. Projecting Signs;
 6. Wall Signs in the Chick Hearn Court, Figueroa Corridor, and Freeway Edge Zones;
 - ~~6.7.~~ Wall Signs in the Arena Zone, in substantial compliance with Section 6.D and the Conceptual Sign Plans attached as Appendix A; and
 - ~~7.8.~~ Window Signs.
- C. Exempt Signs, Murals, and Art Installations.** The following types of signs, murals, and art installations shall be subject to LADBS review or Department of Cultural Affairs review, based on the applicable requirements of this Ordinance and the Code, but are exempt from Director's review and do not require a Director's permit sign-off:
1. Awning Signs;
 2. Information Signs;
 3. Marquee Signs;
 4. Monument Signs;
 5. Original Art Murals;
 6. Public Art Installations;
 7. Roof Signs; and
 8. Temporary Signs. ~~and~~
- D. Project Permit Compliance.** LADBS shall not issue a permit for the following signs unless the Director has issued a Project Permit Compliance approval pursuant to the procedures set forth in Section 11.5.7 of the Code. The Director's decision on Project Permit Compliance shall be subject to appeal as set forth in LAMC Section 11.5.7:

1. Arena Freeway Signs;
2. Digital Displays which exceed the location deviation limits identified in Section 7.C.2 or the sizes indicated on the Conceptual Sign Plans attached as Appendix A, but otherwise are consistent with the intent and purposes of the Sign District, do not exceed the size limits under Section 7.C.1, and do not exceed any applicable illumination standards of the Sign District or Municipal Code; and
3. Supergraphic Signs which exceed the location deviation limits identified in Section 7.G.2 or the sizes indicated on the Conceptual Sign Plans attached as Appendix A, but otherwise are consistent with the intent and purposes of the Sign District, do not exceed the size limit under Section 7.G.1, and do not exceed any applicable illumination standards of the Sign District or Municipal Code.

~~3.4.~~ Wall Signs in the Arena Zone which exceed the location deviation limits identified in Section 7.I.2 or the sizes indicated on the Conceptual Sign Plans attached as Appendix A, but otherwise are consistent with the intent and purposes of the Sign District, do not exceed the size limit under Section 7.I.1, and do not exceed any applicable illumination standards of the Sign District or Municipal Code.

- E. Exceptions.** No Project Permit Compliance or modification thereto or any Project Permit Adjustment or any exception, amendment or interpretation of this Ordinance shall be required for: (a) a change in sign advertising or sign text, images or copy, (b) any construction for which a permit is required in order to comply with an order issued by LADBS to repair or replace an unsafe or substandard condition, (c) a modification to any sign, any sign support structure or to the Conceptual Sign Plans that results in (i) a change of a sign from a Digital Display to a non-Digital Display, or (ii) subject to Section 6.D of this Ordinance, relocation of any such sign within ten (10) feet on the vertical axis and fifty (50) feet on the horizontal axis from the location depicted on the Conceptual Sign Plans.
- F. Requests for Deviations from or Interpretations of Regulations.** The procedures for adjustments, modifications, exceptions, amendments, and interpretations to this Ordinance shall follow the procedures set forth in Section 11.5.7.E-H of the Code.

SECTION 6. GENERAL REQUIREMENTS.

- A. General Requirements of the Code.** Unless specified in this Ordinance to the contrary, the general sign requirements set forth in the Code shall apply to this Ordinance for permits, plans, design and construction, materials, street address numbers, identification, and maintenance, prohibited locations, and sign illumination. Notwithstanding the foregoing, any combined area restrictions in Article 4.4, including but not limited to Sections 14.4.8.A.2 (Monument Signs), 14.4.9.B.2 (Projecting Signs), 14.4.10.A.4 (Wall Signs), 14.4.10.A.5 (Wall Signs), 14.4.12.B.4 (Pole Signs), 14.4.13.B.3 (Roof Signs), 14.4.13.B.4 (Roof Signs), 14.4.14.B (Window Signs), and 14.4.16.B.2 (Temporary Signs) shall not apply to signs within the Sign District. A building permit shall be obtained from LADBS in accordance with the applicable provisions of LAMC, for any signs, sign structures, and/or sign alterations, other than changes to or replacement of copy.
- B. Permitted Signs.** Except as otherwise prohibited in Section 6.C (Prohibited Signs), below, and notwithstanding Section 14.4.4.B of the LAMC, all signs described and regulated in

Section 7 (Standards for Specific Types of Signs) of this Ordinance, and all signs otherwise permitted by the Code or as previously legally permitted signs shall be permitted within the Sign District.

C. Prohibited Signs. The following signs shall be prohibited:

1. Can Signs / Cabinet Signs.
2. Illuminated Architectural Canopy Signs.
3. Pole Signs, excluding Information Signs.
4. Any sign not specifically authorized by this Ordinance or by the Code.

D. Permitted Sign Types by Location. The location of signage within the Sign District is subject to standards identified in Section 7 (Standards for Specific Types of Signs) of this Ordinance, and Code Section 14.4.4.C (Prohibited Locations). In addition, no sign shall be placed over the exterior surface of any opening of a building, including its windows, doors, and vents, unless the Department of Building and Safety with the concurrence of the Los Angeles Fire Department (LAFD) determines, that the sign would not create a hazardous condition.

E. Freeway Exposure. Signs that adhere to the regulations of this Ordinance are exempt from Sections 14.4.6 (Freeway Exposure), 91.6201.6.6 and 80.08.4 of the LAMC.

F. Minimum Sign Separation. There shall be no required minimum distance separating signs within the Sign District, except as may otherwise be required pursuant to California Business and Professions Code Section 5272.2(a)(4)(A) (which applies to advertising displays within view of public highways, within a City of Los Angeles geographic area).

G. Illumination. All signs may be illuminated by either internal or external means. The illumination regulations set forth in the Code, including but not limited to Section 93.0117, shall apply. Methods of signage illumination may include, but are not limited to: electric lamps, such as neon tubes; fiber optics; incandescent lamps; LED; LCD; cathode ray tubes exposed directly to view; shielded spot lights and wall wash fixtures. In addition, signage shall be subject to the following regulations:

1. All illuminated signs shall be designed, located or screened so as to minimize to the greatest reasonable extent possible direct light sources onto any exterior wall of a residential unit and into the window of any commercial building. If signs are to be externally lit, the source of the external illumination shall be shielded from public view on adjoining lots.
2. Signage shall not use highly reflective materials such as mirrored glass.
3. All light sources, including illuminated signage, shall comply with CALGreen (Part 11 of Title 24, California Code of Regulations) and the Green Code of the City of Los Angeles.

4. Each Digital Display shall be fully dimmable and shall be controlled by a programmable timer so that luminance levels may be adjusted according to the time of day and applicable lighting standards.

H. Sign Illumination Plan. Additionally, an initial signage illumination plan for Digital Displays in the Conceptual Sign Plan (see Exhibit 1) is provided as Appendix A.1 in the Addendum to the Convention and Event Center Project Environmental Impact Report ENV-2011-0585-EIR (State Clearinghouse No. 2011031049), and Project Design Features (PDFs) and Mitigation Measures (MMs) are included in the Mitigation Monitoring Program (MMP) for the Addendum. No further signage illumination plan shall be required for signs that substantially conform to the Conceptual Sign Plans and the applicable PDFs and MMS of the MMP. For signs that are not in substantial conformance with the Conceptual Sign Plans, PDFs, and MMs, a signage illumination plan may be required if the signage illumination is materially different than the initial sign illumination plan. If a new or revised signage illumination plan is required, it shall be submitted to the Director as part of the Project Permit Compliance Review procedure for Digital Displays set forth in Section 5.D. The signage illumination plan shall be prepared by a lighting design expert, and those portions of the plan setting forth the wattage draw must be certified and stamped by an electrical engineer certified by the State of California. The plan shall include specifications for all illumination, including maximum luminance levels, and shall provide for the review and monitoring of the displays in order to ensure compliance with the regulations of this section, and with the following additional regulations:

1. **Brightness.** Digital Displays shall have a nighttime brightness no greater than 600 candelas per square meter, all white, within the Figueroa Corridor Sign Zone, and a nighttime brightness no greater than 300 candelas per square meter elsewhere in the Sign District. In addition, Digital Displays shall have a daytime brightness no greater than 5,000 candelas per square meter. The displays shall transition smoothly at a consistent rate from the permitted daytime brightness to the permitted nighttime brightness levels, beginning 45 minutes prior to sunset and concluding 45 minutes after sunset.
2. **Beam Spread.** All light emitting diodes used within a Digital Display shall have a maximum horizontal beam spread of 140 degrees and maximum vertical beam spread of 65 degrees.
3. **Ground Spillage.** When measured at ground level from any location other than the property on which a Digital Display is located, a Digital Display shall not under any circumstance increase the total amount of measurable light more than 21.5 lux (2.0 footcandles) above the ambient-light level that exists when the Digital Display is extinguished.

I. Illumination Testing Protocol for Digital Displays. Prior to the operation of any Digital Display, the applicant shall conduct testing to indicate compliance with the illumination regulations of this Ordinance and provide a copy of the results along with a certification from an LADBS approved testing agency to the Director and to LADBS stating that the testing results demonstrate compliance with the requirements of this Ordinance. The testing shall be at the applicant's expense and shall be conducted as follows:

1. **Testing.** In order to determine whether the illumination complies with the Code and the requirements of this Ordinance, a representative testing site shall be established on or next to those light sensitive receptors, as defined by the City's CEQA Guidelines, which have the greatest exposure to signage lighting on each of the four facades of the Project. A light meter mounted to a tripod at eye level, facing the Project buildings, shall be calibrated and measurements taken to determine ambient light levels with the sign on. An opaque object shall be used to block out the view of the sign and the building from the light meter at a distance of at least four (4) feet away from the tripod. A reading shall then be taken to determine the ambient light levels with the sign off. The difference between the two measurements shall be the amount of light the sign casts onto the sensitive receptor. Alternatively, the applicant may measure light levels by using the same tripod and same light meter, but by turning the signage on and off. Testing of Digital Displays shall be with all LED's set to white to present maximum luminance.
 2. **Metering.** The illumination and intensity levels of all Digital Displays shall also be metered from a minimum of four perspectives (i.e., a perspective metering each facade) using the Candela as unit of measurement and shall indicate conformance with the standards of this Ordinance.
 3. **Re-testing.** In addition, as a result of a complaint or otherwise, LADBS may undertake a preliminary investigation to determine if it has cause to believe the Project's signage lighting is not in compliance with this Ordinance. If so, LADBS may request, at the expense of the applicant or its successor, that the testing protocol outlined in this section be implemented to determine compliance. If the testing reveals that the signage is not in compliance with the Code, this Ordinance, or Mitigation Measures set both in the Environmental Clearance that the City certified for this Ordinance, the applicant or its successor shall adjust the signage illumination to bring it into compliance immediately.
- J. Refresh Rates.** The Refresh Rate is the rate at which a Digital Display may change content. The Refresh Rates are as follows and shall apply to Digital Displays as set forth in Section 7.C.5.
1. **Controlled Refresh Rate.** The Controlled Refresh Rate shall be no more frequent than one refresh event every eight seconds, with an instant transition between images. The sign image must remain static between refreshes.
 2. **Non-Controlled Refresh Rate.** The Non-Controlled Refresh Rate shall permit images, videos, animation, parts and/or illumination that flash, change, move, stream, scroll, blink, or otherwise incorporate motion to change at an unrestricted rate.
- K. Visual Maintenance.** All signs shall be maintained to meet the following criteria at all times:
1. The building and ground area around the signs shall be properly maintained. All unused mounting structures, hardware, and wall perforation from any

abandoned/removed sign shall be removed and building surfaces shall be restored to their previous condition.

2. All sign copy shall be properly maintained and kept free from damage and other unsightly conditions, including graffiti.
3. All sign structures shall be kept in good repair and maintained in a safe and sound condition and in conformity with all applicable codes.
4. Razor wire, barbed wire, concertina wire, or other barriers preventing unauthorized access to any Sign, if any, shall be hidden from public view.
5. No access platform, ladder, or other service appurtenance, visible from the sidewalk, street, or public right-of-way, shall be installed or attached to any sign structure.
6. Signs that are no longer serving the current tenants, including sign structures, shall be removed and the building facades originally covered by the signs shall be repaired and/or resurfaced with materials and colors that are compatible with the facades.

L. Hazard Review. Signs that adhere to the regulations outlined in this Ordinance shall be exempted from hazard determination review procedures in the Code, as such determination was made in connection with the adoption of Ordinance.

M. Alterations, Repairs or Rehabilitation. Any alteration, repair or maintenance work on a legally permitted sign or sign structure shall be governed by the Code. Any existing and legally permitted sign and sign structure as of the effective date of this Ordinance, including but not limited to those authorized and installed pursuant to Ordinance 172,465 (Arena Project Signage Provisions), may continue to be operated, maintained, repaired, replaced, or structurally altered in accordance with the requirements of the LAMC and, to the extent applicable, Ordinance 172,465, and shall otherwise be exempt from this Ordinance.

N. Materials. The materials, construction, application, location, and installation of any sign shall be in conformance with the Los Angeles Building Code and the Los Angeles Fire Code.

O. New Technologies. The Director may permit the use of any technology or material that did not exist as of the effective date of this Ordinance provided that the material is approved by LADBS, utilizing the Director's Interpretation procedure outlined in Code Section 11.5.7.H, if the Director finds that such technology or material is consistent with the regulations described herein.

SECTION 7. STANDARDS FOR SPECIFIC TYPES OF SIGNS.

A. Aerial View Signs. Aerial View Signs shall be permitted and shall not be limited in number or sign area.

1. **Location.** The aerial sign may either be (i) painted directly on the roof, (ii) mounted or painted on a fire-retardant membrane parallel to the roof, or (iii) be composed of raised

letters mounted parallel to the surface of the roof.

2. **Illumination.** The aerial sign will be primarily visible from above and may be illuminated.

B. Arena Freeway Signs

1. **General.** An amendment of this Ordinance shall be required to add the locations of any new Arena Freeway Signs to the Sign District. The existing Arena Freeway Sign as of the effective date of this Ordinance (Sign E.02 in Appendix A Conceptual Sign Plan) may be modified or replaced in its same location without an amendment to the Ordinance. A maximum of two Arena Freeway Signs are allowed by this Ordinance on parcels noncontiguous with this Sign District.

2. **Design.** The specifics of an Arena Freeway Sign shall be considered during the Project Permit Compliance review for each sign including future environmental review pursuant to the California Environmental Quality Act, but shall be limited to two sign faces and shall be separated a minimum of 500 feet from another Arena Freeway Sign. In addition, modifications to or replacement of the existing Arena Freeway Sign (Sign E.02 in Appendix A Conceptual Sign Plan) shall be permitted, provided the modified or replaced sign conforms to the following requirements:

- a. Location shall substantially conform to the sign's existing location.
- b. Area shall be limited to 5,000 square feet per sign face, all of which may be comprised of a Digital Display, subject to Section 7.C.3, 7.C.4, and 7.C.5 below. The Digital Display element sign area shall not count towards the maximum limit of Section 7.C.1.
- c. Height shall not exceed a height of 150 feet as measured from the top of the sign to sidewalk grade or edge of roadway grade nearest to the sign.
- a. The modification or replacement complies with the California Business & Professions Code Section 5272(b)-(i), as applicable, including as later amended.

- 2.3. **Digital Display Elements.** The Arena Freeway Signs may incorporate other types of sign elements allowed by this Ordinance, including, but not limited to, Digital Displays. If the Arena Freeway Sign includes a Digital Display, the Digital Display shall not count towards the maximum sign area for Digital Displays and shall be subject to the Sign Illumination standards of Section 6G – 6K.

C. Digital Displays. Digital Displays shall comply with the following regulations:

1. **Sign Area.** An individual Digital Display shall not exceed 26,400 sf in area. The total combined area of Digital Displays shall not exceed the following per Sign Zone:

	Arena	Chick Hearn Court	Figueroa Corridor	Freeway-Edge
Maximum Total Digital Display Sign Area	3,216,024 sf	6,700 sf	30,540 sf	25,492 sf (Option A) 32,744 sf (Option B) 39,560 sf (Option C)
NOTE: A Digital Display may be replaced in its same location with a Supergraphic Sign. In that instance, the Supergraphic Sign area shall be deducted from the Maximum Total Digital Display Area within the Sign Zone.				

2. **Number and Location.** Digital Displays shall be installed in substantial conformance with the approximate number and locations identified in the Conceptual Sign Plan (Appendix A). For the purposes of this Ordinance, a sign shall be considered in substantial conformance if it is within ten (10) feet on the vertical axis and fifty (50) feet on the horizontal axis from the location depicted on the Conceptual Sign Plan. In addition, any location for a Digital Display on the Conceptual Sign Plan may instead be replaced with a Supergraphic Sign.
3. **Design.** Digital Displays shall use grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics, or other electronic media or technology to be developed. The Digital Displays may be flush mounted. Signs should generally align with the grid patterns or mullions of the sign location.
4. **Illumination and Illumination Plan.** Digital Displays shall be internally illuminated and subject to the applicable illumination standards of Section 6.E of this Ordinance.
5. **Refresh Rates and Operation.**
 - a. Digital Displays within the Arena, Chick Hearn Court, and Figueroa Corridor Sign Zones shall be subject to the Non-Controlled Refresh Rate. Digital Displays within the Freeway-Edge Sign Zone shall be subject to the Controlled Refresh Rate.
 - b. Digital Displays within the Figueroa Corridor Subarea shall have no limits on hours of operation. Digital Displays within the Arena, Chick Hearn Court, and Freeway-Edge Subareas shall operate only between the hours of 6:00 a.m. and 2:00 a.m.
6. **On-Site and Off-Site Standards.** The Digital Displays permitted by this subsection may be On-Site or Off-Site Signs.

D. Pillar Signs. Pillar Signs shall comply with the following regulations:

1. **Sign Area.** Each Pillar Sign shall be a maximum of 30 square feet in sign area per sign face, except within the Figueroa Corridor Sign Zone where each Pillar Sign shall be a maximum of 80 square feet in sign area per sign face.

2. **Height.** The height of a Pillar Sign shall not exceed a maximum of eight feet, except within the Figueroa Corridor Sign Zone where each Pillar sign shall be a maximum of 12 feet in height.
 3. **Location.** A Pillar Sign shall be set back at least ten feet from the intersection of a driveway and the public right of way and shall not interfere with or present a hazard to pedestrian or vehicular traffic.
 4. **Design.** Pillar Signs shall be ground-mounted and not attached to any building face.
 5. **Illumination.** Pillar Signs shall be non-illuminated or internally illuminated.
 6. **On-Site and Off-Site Standards.** Pedestrian Pillar Signs shall be On-Site Signs.
- E. **Projected Image Signs.** Projected Image Signs shall be permitted and shall not be subject to the regulations set forth in Section 14.4.4.B.8 of the LAMC and shall not be treated as Digital Displays for purposes of this Ordinance.
- F. **Projecting Signs.** Projecting Signs shall comply with the following regulations:
1. **General.**
 - a. The text, message or logo on a Projecting Sign shall consist of individual, dimensional letters or graphic elements that are applied onto the Sign surface.
 - b. No text, message or logo shall be permitted on that portion of a Projecting Sign that is parallel to the face of the building.
 2. **Location.** A Projecting Sign shall align with major building elements such as cornices, string courses, window banding, or vertical changes in material or texture.
 3. **Dimensions.**
 - a. A Projecting Sign shall not exceed eighty (80) feet in height as measured vertically from the bottom of the sign to the top of the sign.
 - b. The width of the sign face of a Projecting Sign that is perpendicular to the building shall not exceed twenty (20) percent of the overall height of the sign and in no event shall exceed six (6) feet. This measurement does not include the dimensions of the sign's supporting structure.
 - c. No portion of a Projecting Sign that is parallel to the face of the building shall exceed four (4) feet in width.
 4. **Extension Above The Roof.** A Projecting Sign may extend above the top of the wall or roof parapet of a building face, but the extension shall not exceed thirty (30) percent of the total vertical height of the Projecting Sign. In no event shall a Projecting Sign extend higher than one hundred and fifty (150) feet from grade.

5. **Projection.** The planes of sign faces of Projecting Signs shall be substantially parallel to one another unless approved pursuant to Project Permit Compliance review.

G. Supergraphic Signs.

1. **Sign Area.** An individual Supergraphic Sign shall not exceed 5,300 sf in area. The total combined area of Supergraphic Signs shall not exceed the following per Sign Zone:

	Arena	Chick Hearn Court	Figueroa Corridor	Freeway-Edge
Maximum Total Supergraphic Sign Area	3,552 sf	5,300 sf	0 sf	0 sf
<i>NOTE: A Digital Display may be replaced in its same location with a Supergraphic Sign. In that instance, the Supergraphic Sign area shall be deducted from the Maximum Total Digital Display Area within the Sign Zone.</i>				

2. **Number and Location.** Supergraphic Signs shall be installed in substantial conformance with the approximate locations identified in the Conceptual Sign Plan (Appendix A). For the purposes of this Ordinance, a Sign shall be considered in substantial conformance if it is within ten (10) feet on the vertical axis and fifty (50) feet on the horizontal axis from the location depicted on the Conceptual Sign Plan. In addition, any location for a Digital Display on the Conceptual Sign Plan may instead be replaced with a Supergraphic Sign.

3. **Design.**

- A Supergraphic Sign that is comprised of vinyl or other material may be attached to a wall with an adhesive or by mechanical means approved by LADBS and the Fire Department, if applicable.
 - Supergraphic Signs comprised of mylar or other film-like transparent material, such as perforated vinyl, may be applied directly to windows subject to the provisions of Section 6.N of this Ordinance.
 - Supergraphic Signs may adhere to windows provided that such signs have been scored into ten smaller portions for each glass panel that the sign covers or as otherwise approved by the Fire Department.
 - Supergraphic Signs shall maintain outward views from windows.
4. **On-Site and Off-Site Signs.** The Supergraphic Signs permitted by this subsection may be On-Site or Off-Site Signs.

H. Temporary Signs. Temporary Signs are allowed within the Sign District and shall comply with the applicable provisions of the Code, except there shall be no limit in terms of sign area. Notwithstanding LAMC 14.4.16.C, temporary building identification signs requested in connection with building name changes shall be subject to a time limit of one span of 90 days in lieu of a span of a maximum of three 30-day in length installations.

I. Wall Signs. Wall Signs in the Chick Hearn Court, Figueroa Corridor, and Freeway-Edge Zone are allowed within the Sign District and shall comply with the applicable provisions of the Code. Wall Signs in the Arena Zone are subject to the following provisions:

1. Sign Area. An individual Wall Sign shall not exceed 3,694 square feet in area. The total combined area of Wall Signs shall not exceed 10,438 square feet in area. Wall Sign area within the Arena Zone shall not count against any LAMC wall sign area maximums for the remaining Sign Zones.

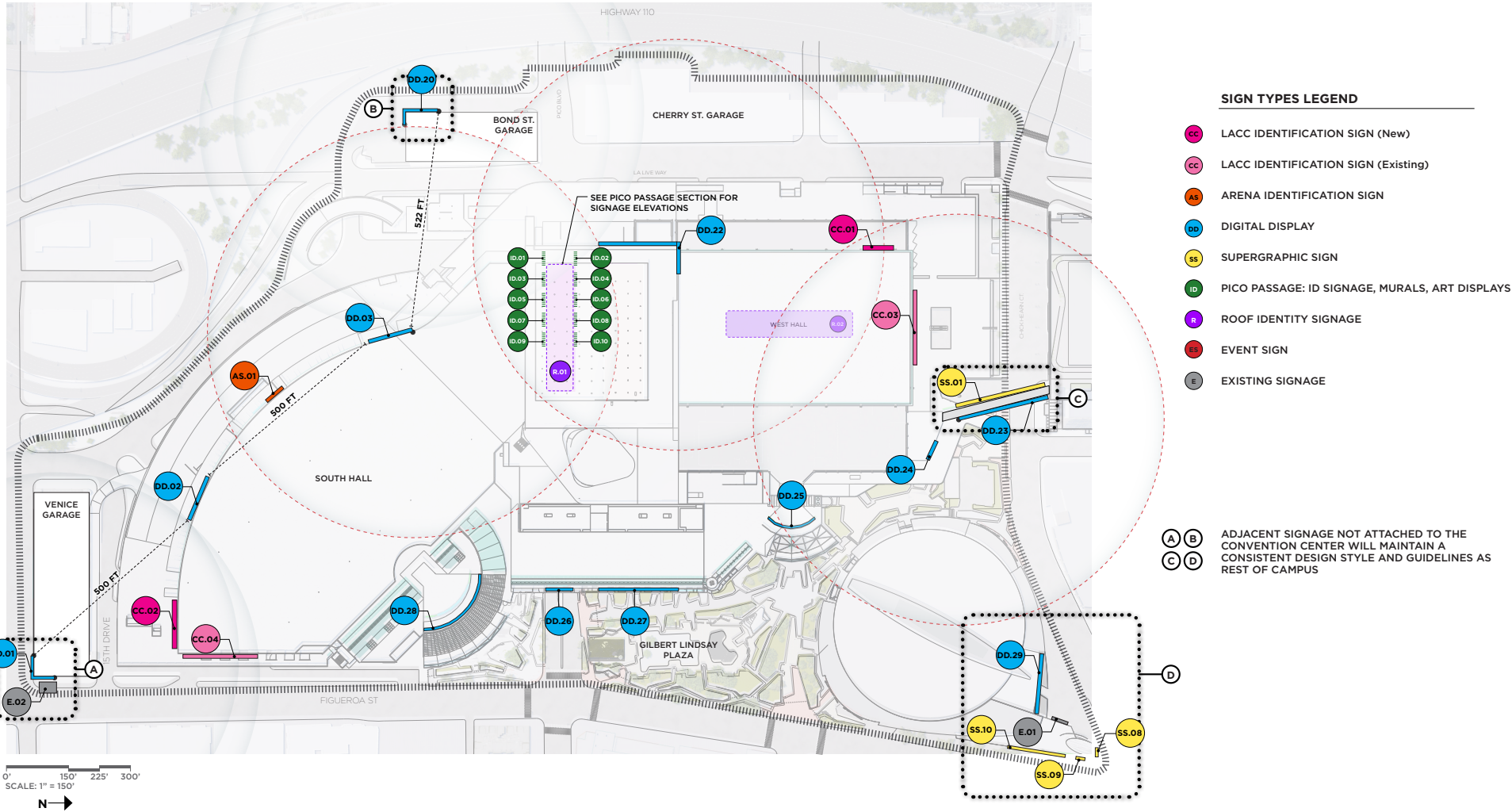
2. Number and Location. Wall Signs shall be installed in substantial conformance with the approximate locations identified in the Conceptual Sign Plan (Appendix A), including allowing for any extensions above the top of the wall of the building. For the purposes of this Ordinance, a Sign shall be considered in substantial conformance if it is within ten (10) feet on the vertical axis and fifty (50) feet on the horizontal axis from the location depicted on the Conceptual Sign Plan.

~~4.3.~~ On-Site Signs. The Wall Signs permitted by this subsection shall be On-Site Signs.

I.J. Window Signs. Window Signs are allowed within the Sign District and shall comply with the applicable provisions of the Code, except there shall be no limit in terms of sign area.

SECTION 8. SEVERABILITY.

If any provision of this Ordinance or its application to any person or circumstance is held to be unconstitutional or otherwise invalid by any court of competent jurisdiction, the invalidity shall not affect other provisions, clauses, or applications of said ordinance which can be implemented without the invalid provision, clause or application, and to this end the provisions and clauses of this Ordinance are declared to be severable.



PICO PASSAGE				
ID	HEIGHT	WIDTH	AREA	LOCATION
ID.01	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.02	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.03	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.04	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.05	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.06	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.07	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.08	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.09	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.10	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
2,500 SF (PREVIOUSLY 35,987*)				

*For previous figures, refer to Farmers Field EIR "Static Signage Totals"

SUPERGRAPHIC SIGN				
ID	HEIGHT	WIDTH	AREA	LOCATION
SS.01	20'-0"	265'-0"	5,300 SF	NORTH LOBBY BRIDGE
SS.08	47'-0"	12'-0"	564 SF	ARENA SIGN
SS.09	33'-0"	60'-0"	1,980 SF	ARENA SIGN
SS.10	12'-0"	84'-0"	1,008 SF	ARENA SIGN
8,852 SF				

ROOF IDENTITY SIGNAGE				
ID	HEIGHT	WIDTH	AREA	LOCATION
R.01	105'-6"	245'-0"	25,848 SF	PICO HALL ROOF
R.02	75'-0"	345'-0"	25,875 SF	WEST HALL ROOF
51,723 SF (PREVIOUSLY 59,200)				

*For previous figures, refer to Farmers Field EIR "Roof Identity Totals"

ARENA IDENTIFICATION SIGNAGE				
ID	HEIGHT	WIDTH	AREA	LOCATION
AS.01	24'-0"	75'-0"	1,800 SF	SOUTH HALL
1,800 SF				

LACC IDENTITY SIGN - NEW				
ID	HEIGHT	WIDTH	AREA	LOCATION
CC.01	20'-0"	65'-0"	1,300 SF	WEST HALL
CC.02	7'-6"	100'-0"	750 SF	SOUTH HALL
2,050 SF (PREVIOUSLY 18,050)				

*For previous figures, refer to Farmers Field EIR "Maximum Total Project Signage"

DIGITAL DISPLAY				
ID	HEIGHT	WIDTH	AREA	LOCATION
DD.01	22'-0"	85'-0"	1,870 SF	VENICE GARAGE
DD.02	35'-0"	110'-0"	3,850 SF	SOUTH HALL
DD.03	35'-0"	110'-0"	3,850 SF	SOUTH HALL
DD.20	26'-0"	97'-0"	2,522 SF	BOND ST. GARAGE
DD.22	50'-0"	268'-0"	13,400 SF	PICO HALL
DD.23	20'-0"	265'-0"	5,300 SF	NORTH LOBBY BRIDGE
DD.24	28'-0"	50'-0"	1,400 SF	NORTH LOBBY
DD.25	58'-0"	160'-0"	9,280 SF	WEST HALL LOBBY
DD.26	40'-0"	75'-0"	3,000 SF	CONCOURSE HALL
DD.27	53'-0"	100'-0"	5,300 SF	CONCOURSE HALL
DD.28	72'-0"	180'-0"	12,960 SF	SOUTH HALL LOBBY
DD.29	27'-0"	112'-0"	3,024 SF	ARENA SIGN
65,756 SF (PREVIOUSLY 57,486*)				

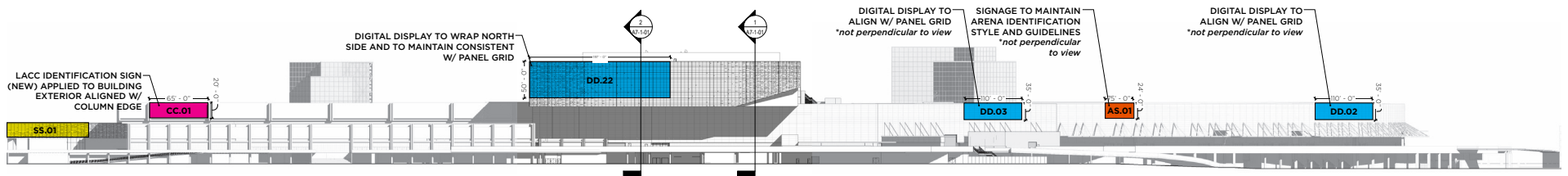
*For previous figures, refer to Farmers Field EIR "Digital Signage Totals"

EXISTING SIGNAGE				
ID	HEIGHT	WIDTH	AREA	LOCATION
E.01	Field Verify	Field Verify	Field Verify	ARENA SIGN
E.02	122'-6"	36'-0"	4,414 SF	ARENA SIGN MARQUEE
4,414 SF				

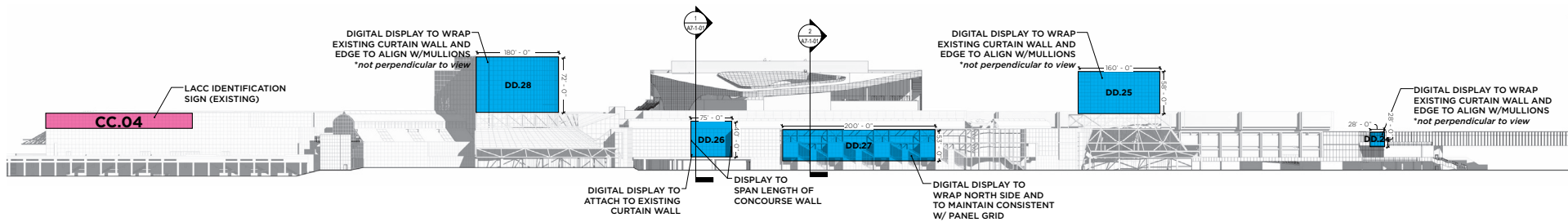
LACC SIGNAGE - EXISTING				
ID	HEIGHT	WIDTH	AREA	LOCATION
CC.03	20'-0"	180'-0"	3,600 SF	WEST HALL
CC.04	66'-8"	180'-0"	1,305 SF	SOUTH HALL
4,905 SF				

CURRENT TOTALS	
132,681 SF (PREVIOUS: 124,161*)	

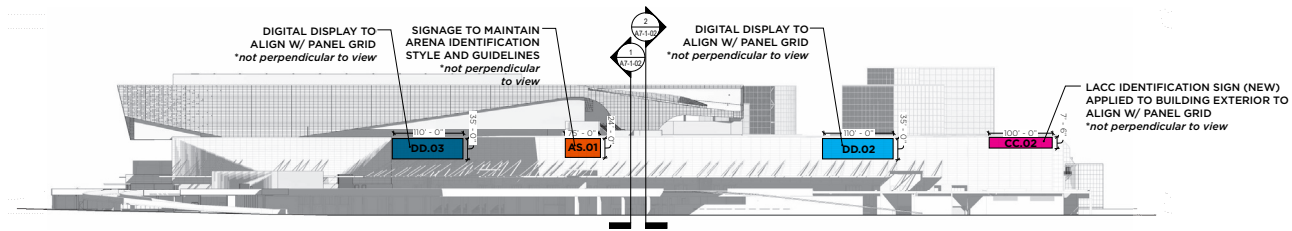
*For previous figures, refer to Farmers Field EIR "Maximum Total Project Signage"



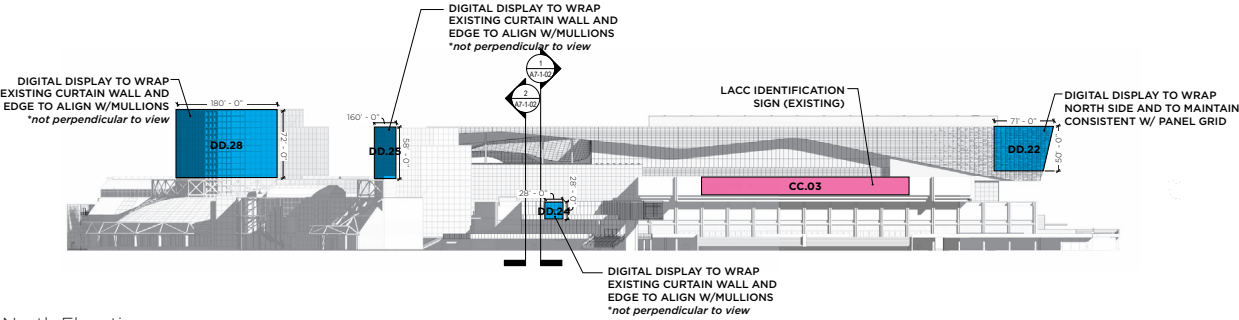
West Elevation



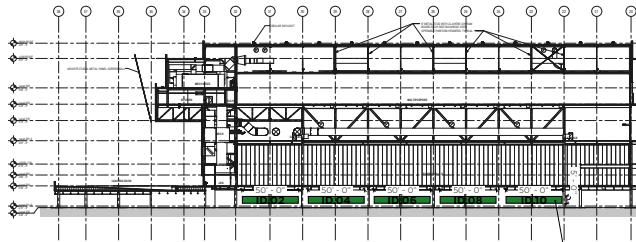
East Elevation



South Elevation

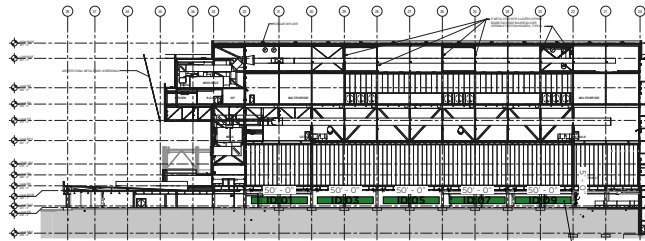


North Elevation



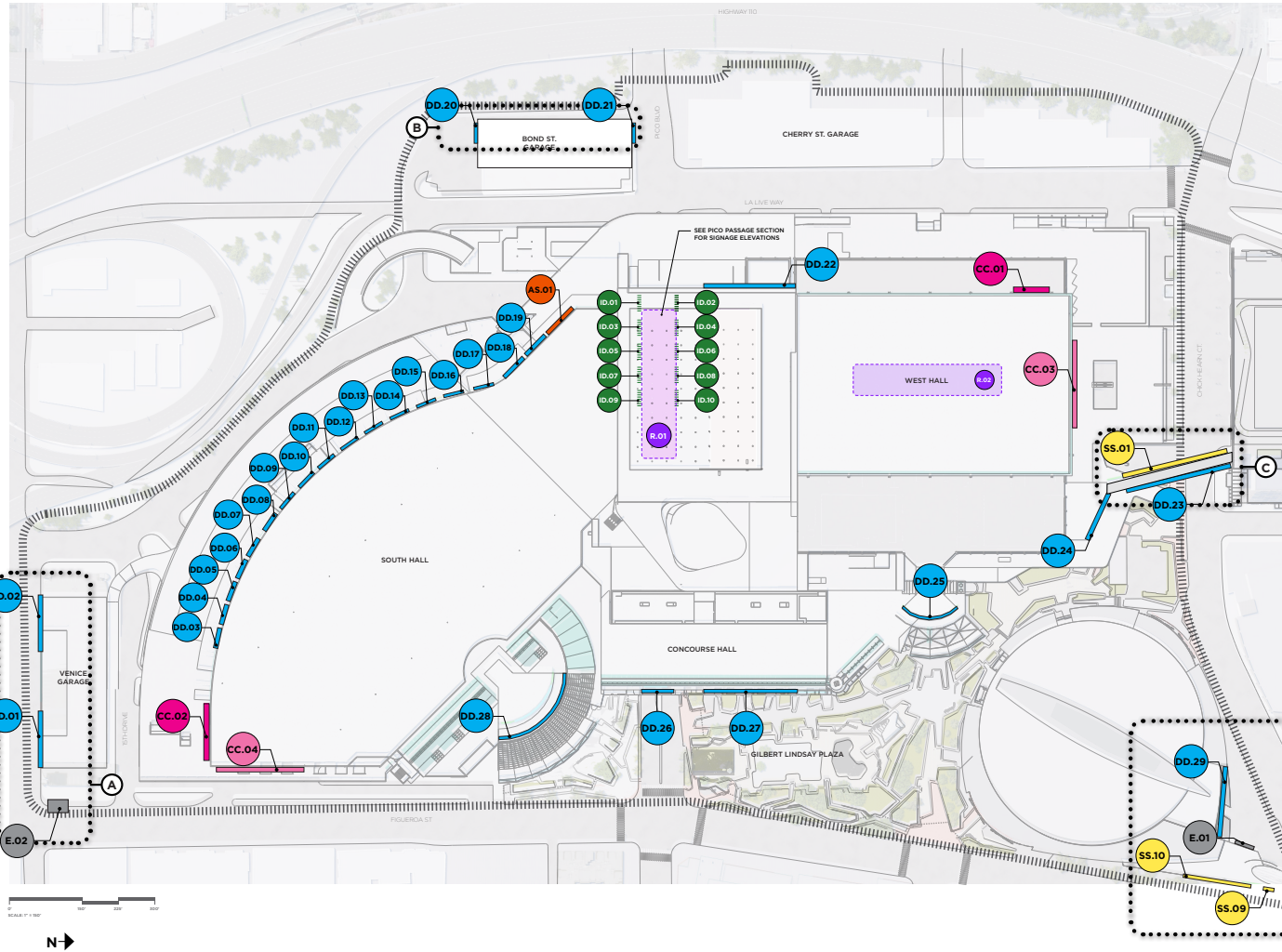
Overall Building Section Through Pico Looking North

PICO PASSAGE: ID SIGNAGE,
MURALS, ART DISPLAYS TO
ALIGN W/ PANEL GRID



Overall Building Section Through Pico Looking South

PICO PASSAGE: ID SIGNAGE,
MURALS, ART DISPLAYS TO
ALIGN W/ PANEL GRID



SIGN TYPES LEGEND

- CC LACC IDENTIFICATION SIGN (New)
- CC LACC IDENTIFICATION SIGN (Existing)
- AS ARENA IDENTIFICATION SIGN
- DD DIGITAL DISPLAY
- SS SUPERGRAPHIC SIGN
- ID PICO PASSAGE: ID SIGNAGE, MURALS, ART DISPLAYS
- R ROOF IDENTITY SIGNAGE
- ES EVENT SIGN
- E EXISTING SIGNAGE

(A) (B) ADJACENT SIGNAGE NOT ATTACHED TO THE CONVENTION CENTER WILL MAINTAIN A CONSISTENT DESIGN STYLE AND GUIDELINES AS REST OF CAMPUS

(C) (D)

PICO PASSAGE				
ID	HEIGHT	WIDTH	AREA	LOCATION
ID.01	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.02	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.03	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.04	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.05	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.06	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.07	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.08	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.09	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.10	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
2,500 SF (PREVIOUSLY 35,987*)				

*For previous figures, refer to Farmers Field EIR "Static Signage Totals"

SUPERGRAPHIC SIGN				
ID	HEIGHT	WIDTH	AREA	LOCATION
SS.01	20'-0"	265'-0"	5,300 SF	NORTH LOBBY BRIDGE
SS.08	47'-0"	12'-0"	564 SF	ARENA SIGN
SS.09	33'-0"	60'-0"	1,980 SF	ARENA SIGN
SS.10	12'-0"	84'-0"	1,008 SF	ARENA SIGN
8,852 SF				

ROOF IDENTITY SIGNAGE				
ID	HEIGHT	WIDTH	AREA	LOCATION
R.01	105'-6"	245'-0"	25,848 SF	PICO HALL ROOF
R.02	75'-0"	345'-0"	25,875 SF	WEST HALL ROOF
51,723 SF (PREVIOUSLY 59,200)				

*For previous figures, refer to Farmers Field EIR "Roof Identity Totals"

ARENA IDENTIFICATION SIGNAGE				
ID	HEIGHT	WIDTH	AREA	LOCATION
AS.01	24'-0"	75'-0"	1,800 SF	SOUTH HALL
1,800 SF				

LACC IDENTITY SIGN - NEW				
ID	HEIGHT	WIDTH	AREA	LOCATION
CC.01	20'-0"	65'-0"	1,300 SF	WEST HALL
CC.02	7'-6"	100'-0"	750 SF	SOUTH HALL
2,050 SF (PREVIOUSLY 18,050)				

*For previous figures, refer to Farmers Field EIR "Maximum Total Project Signage"

DIGITAL DISPLAY				
ID	HEIGHT	WIDTH	AREA	LOCATION
DD.01	20'-0"	60'-0"	1,200 SF	VENICE GARAGE
DD.02	20'-0"	60'-0"	1,200 SF	VENICE GARAGE
DD.03	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.04	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.05	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.06	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.07	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.08	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.09	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.10	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.11	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.12	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.13	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.14	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.15	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.16	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.17	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.18	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.19	24'-0"	48'-0"	1,152 SF	SOUTH HALL
DD.20	20'-0"	60'-0"	1,200 SF	BOND ST. GARAGE
DD.21	20'-0"	60'-0"	1,200 SF	BOND ST. GARAGE
DD.22	44'-0"	190'-0"	8,360 SF	PICO HALL
DD.23	20'-0"	265'-0"	5,300 SF	NORTH LOBBY BRIDGE
DD.24	28'-0"	50'-0"	1,400 SF	NORTH LOBBY
DD.25	58'-0"	160'-0"	9,280 SF	WEST HALL LOBBY
DD.26	40'-0"	75'-0"	3,000 SF	CONCOURSE HALL
DD.27	53'-0"	100'-0"	5,300 SF	CONCOURSE HALL
DD.28	72'-0"	180'-0"	12,960 SF	SOUTH HALL LOBBY
DD.29	27'-0"	112'-0"	3,024 SF	ARENA SIGN
73,008 SF (PREVIOUSLY 69,778*)				

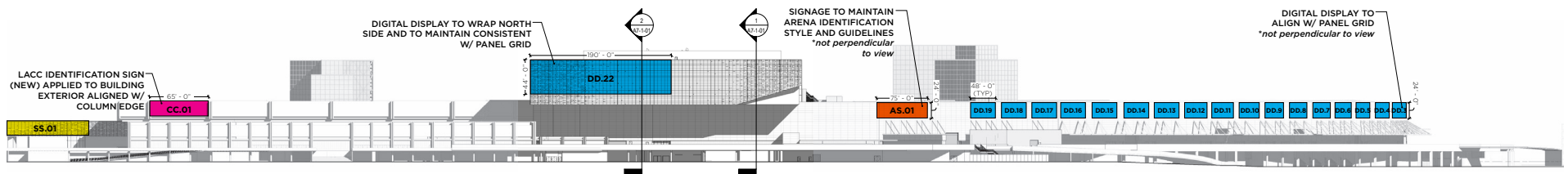
*For previous figures, refer to Farmers Field EIR "Maximum Total Project Signage"

CURRENT TOTALS				
139,933 SF (PREVIOUS: 124,161*)				

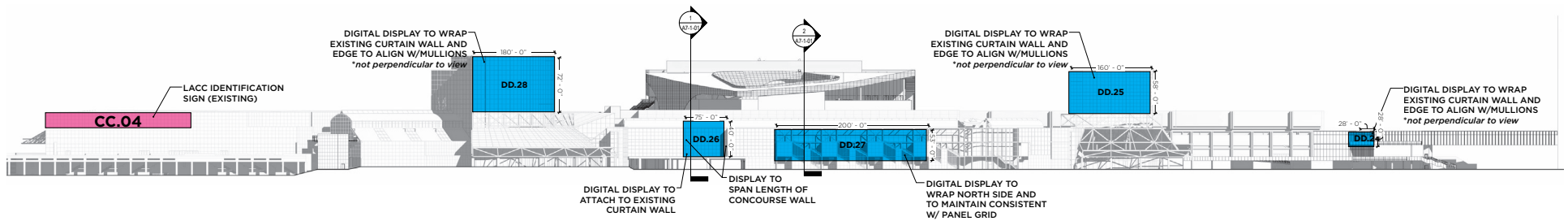
*For previous figures, refer to Farmers Field EIR "Maximum Total Project Signage"

EXISTING SIGNAGE				
ID	HEIGHT	WIDTH	AREA	LOCATION
E.01	Field Verify	Field Verify	Field Verify	ARENA SIGN
E.02	122'-6"	36'-0"	4,414 SF	ARENA SIGN MARQUEE
4,414 SF				

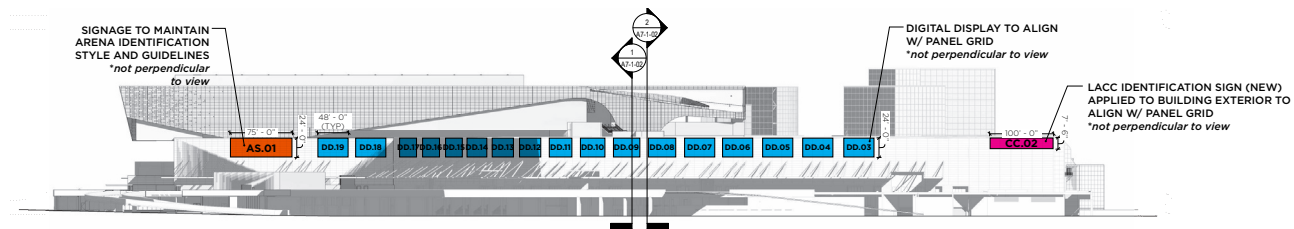
LACC SIGNAGE - EXISTING				
ID	HEIGHT	WIDTH	AREA	LOCATION
CC.03	20'-0"	180'-0"	3,600 SF	WEST HALL
CC.04	66'-8"	180'-0"	1,305 SF	SOUTH HALL
4,905 SF				



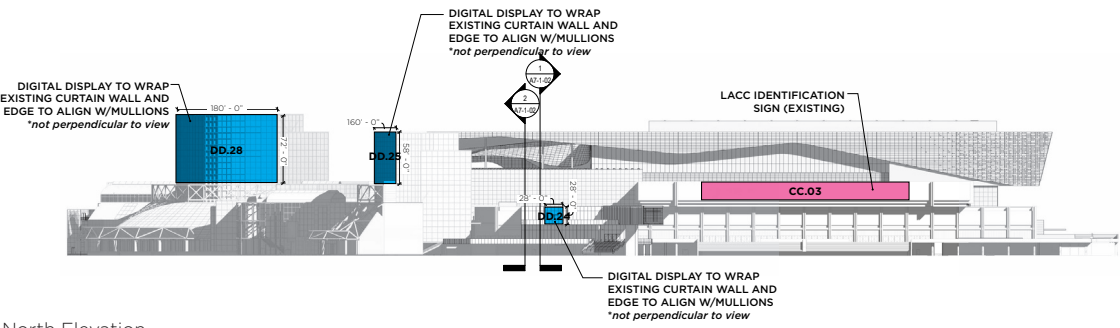
West Elevation



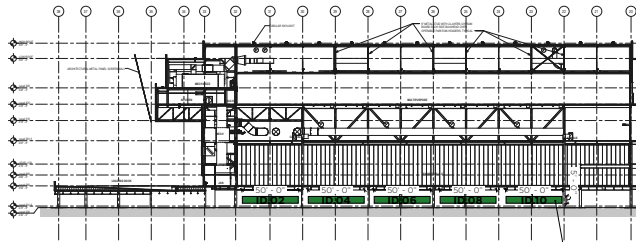
East Elevation



South Elevation

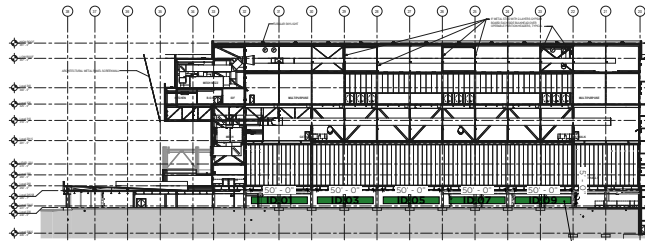


North Elevation



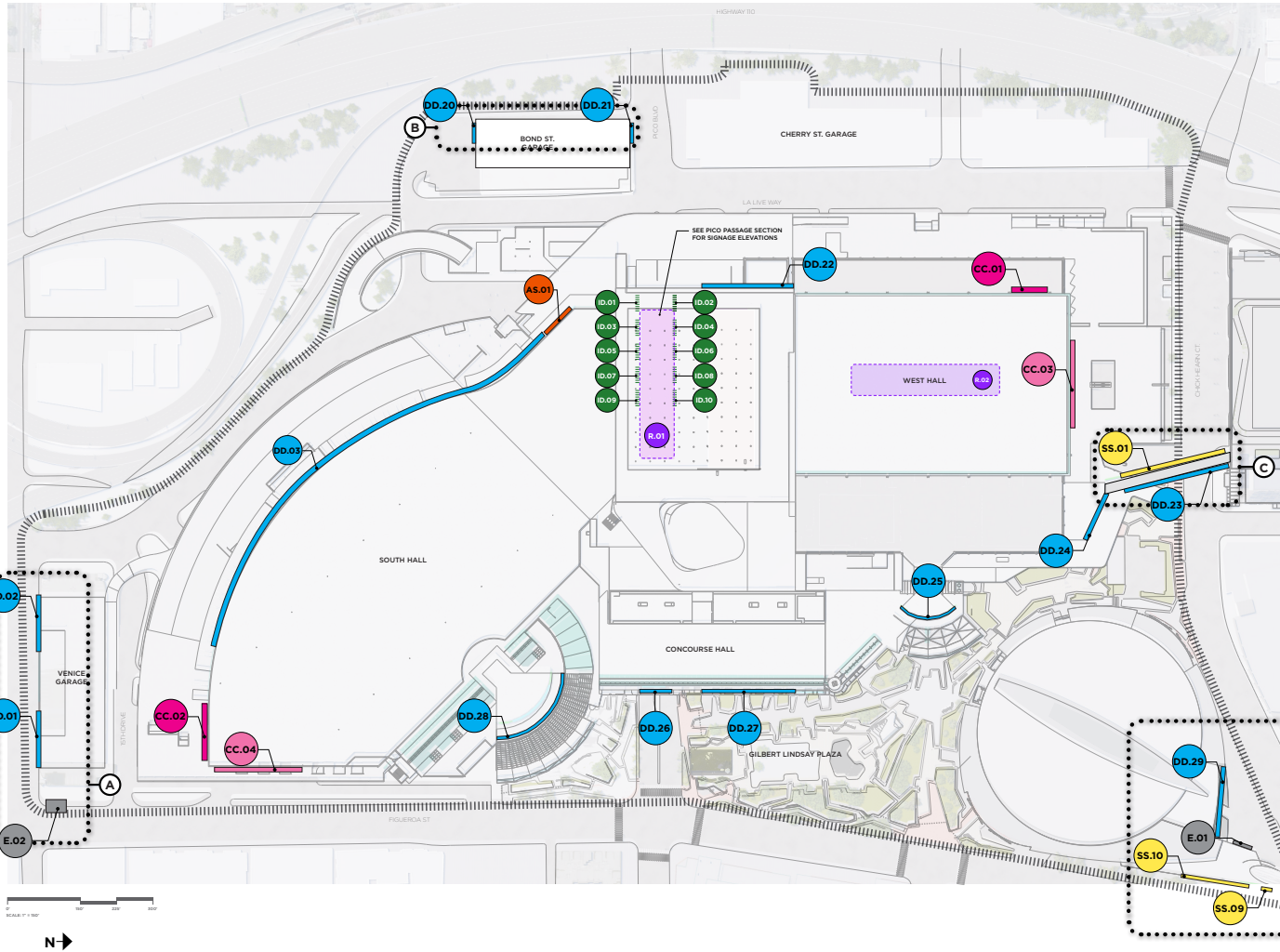
Overall Building Section Through Pico Looking North

PICO PASSAGE: ID SIGNAGE,
MURALS, ART DISPLAYS TO
ALIGN W/ PANEL GRID



Overall Building Section Through Pico Looking South

PICO PASSAGE: ID SIGNAGE,
MURALS, ART DISPLAYS TO
ALIGN W/ PANEL GRID



SIGN TYPES LEGEND

- CC LACC IDENTIFICATION SIGN (New)
- CC LACC IDENTIFICATION SIGN (Existing)
- AS ARENA IDENTIFICATION SIGN
- DD DIGITAL DISPLAY
- SS SUPERGRAPHIC SIGN
- ID PICO PASSAGE: ID SIGNAGE, MURALS, ART DISPLAYS
- R ROOF IDENTITY SIGNAGE
- ES EVENT SIGN
- E EXISTING SIGNAGE

(A) (B) ADJACENT SIGNAGE NOT ATTACHED TO THE
(C) (D) CONVENTION CENTER WILL MAINTAIN A CONSISTENT
DESIGN STYLE AND GUIDELINES AS REST OF CAMPUS

PICO PASSAGE				
ID	HEIGHT	WIDTH	AREA	LOCATION
ID.01	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.02	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.03	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.04	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.05	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.06	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.07	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.08	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.09	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
ID.10	5'-0"	50'-0"	250 SF	ID, MURALS, ART DISPLAY
2,500 SF (PREVIOUSLY 35,987*)				

*For previous figures, refer to Farmers Field EIR "Static Signage Totals"

SUPERGRAPHIC SIGN				
ID	HEIGHT	WIDTH	AREA	LOCATION
SS.01	20'-0"	265'-0"	5,300 SF	NORTH LOBBY BRIDGE
SS.08	47'-0"	12'-0"	564 SF	ARENA SIGN
SS.09	33'-0"	60'-0"	1,980 SF	ARENA SIGN
SS.10	12'-0"	84'-0"	1,008 SF	ARENA SIGN
8,852 SF				

ROOF IDENTITY SIGNAGE				
ID	HEIGHT	WIDTH	AREA	LOCATION
R.01	105'-6"	245'-0"	25,848 SF	PICO HALL ROOF
R.02	75'-0"	345'-0"	25,875 SF	WEST HALL ROOF
51,723 SF (PREVIOUSLY 59,200)				

*For previous figures, refer to Farmers Field EIR "Roof Identity Totals"

ARENA IDENTIFICATION SIGNAGE				
ID	HEIGHT	WIDTH	AREA	LOCATION
AS.01	24'-0"	75'-0"	1,800 SF	SOUTH HALL
1,800 SF				

LACC IDENTITY SIGN - NEW				
ID	HEIGHT	WIDTH	AREA	LOCATION
CC.01	20'-0"	65'-0"	1,300 SF	WEST HALL
CC.02	7'-6"	100'-0"	750 SF	SOUTH HALL
2,050 SF (PREVIOUSLY 18,050)				

*For previous figures, refer to Farmers Field EIR "Maximum Total Project Signage"

DIGITAL DISPLAY				
ID	HEIGHT	WIDTH	AREA	LOCATION
DD.01	20'-0"	60'-0"	1,200 SF	VENICE GARAGE
DD.02	20'-0"	60'-0"	1,200 SF	VENICE GARAGE
DD.03	24'-0"	1,110'-0"	26,400 SF	SOUTH HALL
DD.20	20'-0"	60'-0"	1,200 SF	BOND ST. GARAGE
DD.21	20'-0"	60'-0"	1,200 SF	BOND ST. GARAGE
DD.22	44'-0"	190'-0"	8,360 SF	PICO HALL
DD.23	20'-0"	265'-0"	5,300 SF	NORTH LOBBY BRIDGE
DD.24	28'-0"	50'-0"	1,400 SF	NORTH LOBBY
DD.25	58'-0"	160'-0"	9,280 SF	WEST HALL LOBBY
DD.26	40'-0"	75'-0"	3,000 SF	CONCOURSE HALL
DD.27	53'-0"	100'-0"	5,300 SF	CONCOURSE HALL
DD.28	72'-0"	180'-0"	12,960 SF	SOUTH HALL LOBBY
DD.29	27'-0"	112'-0"	3,024 SF	ARENA SIGN
79,824 SF (PREVIOUSLY 69,778*)				

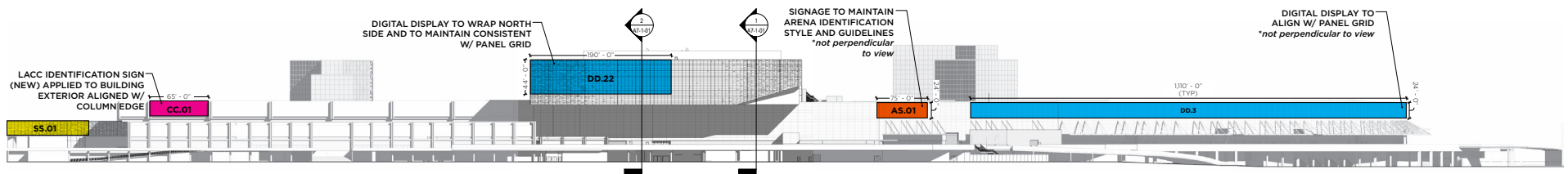
*For previous figures, refer to Farmers Field EIR "Maximum Total Project Signage"

CURRENT TOTALS				
146,749 SF (PREVIOUS: 124,161*)				

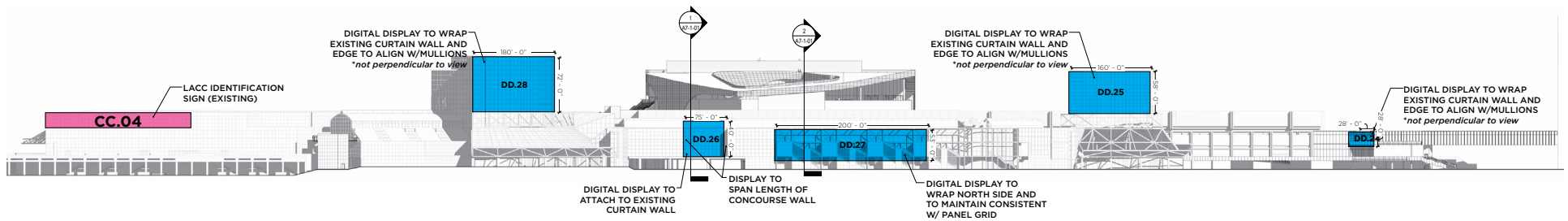
*For previous figures, refer to Farmers Field EIR "Maximum Total Project Signage"

EXISTING SIGNAGE				
ID	HEIGHT	WIDTH	AREA	LOCATION
E.01	Field Verify	Field Verify	Field Verify	ARENA SIGN
E.02	122'-6"	36'-0"	4,414 SF	ARENA SIGN MARQUEE
4,414 SF				

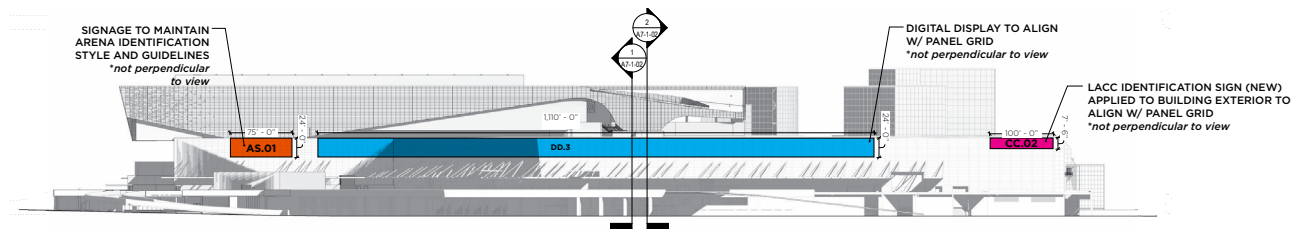
LACC SIGNAGE - EXISTING				
ID	HEIGHT	WIDTH	AREA	LOCATION
CC.03	20'-0"	180'-0"	3,600 SF	WEST HALL
CC.04	66'-8"	180'-0"	1,305 SF	SOUTH HALL
4,905 SF				



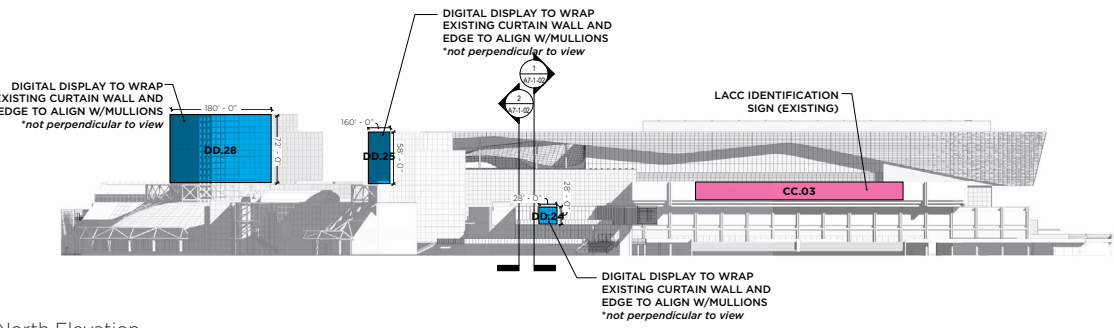
West Elevation



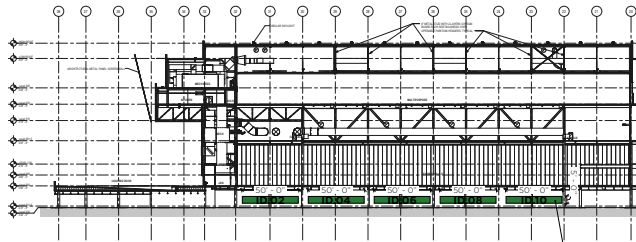
East Elevation



South Elevation

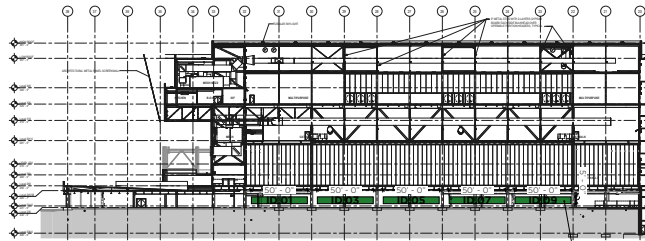


North Elevation



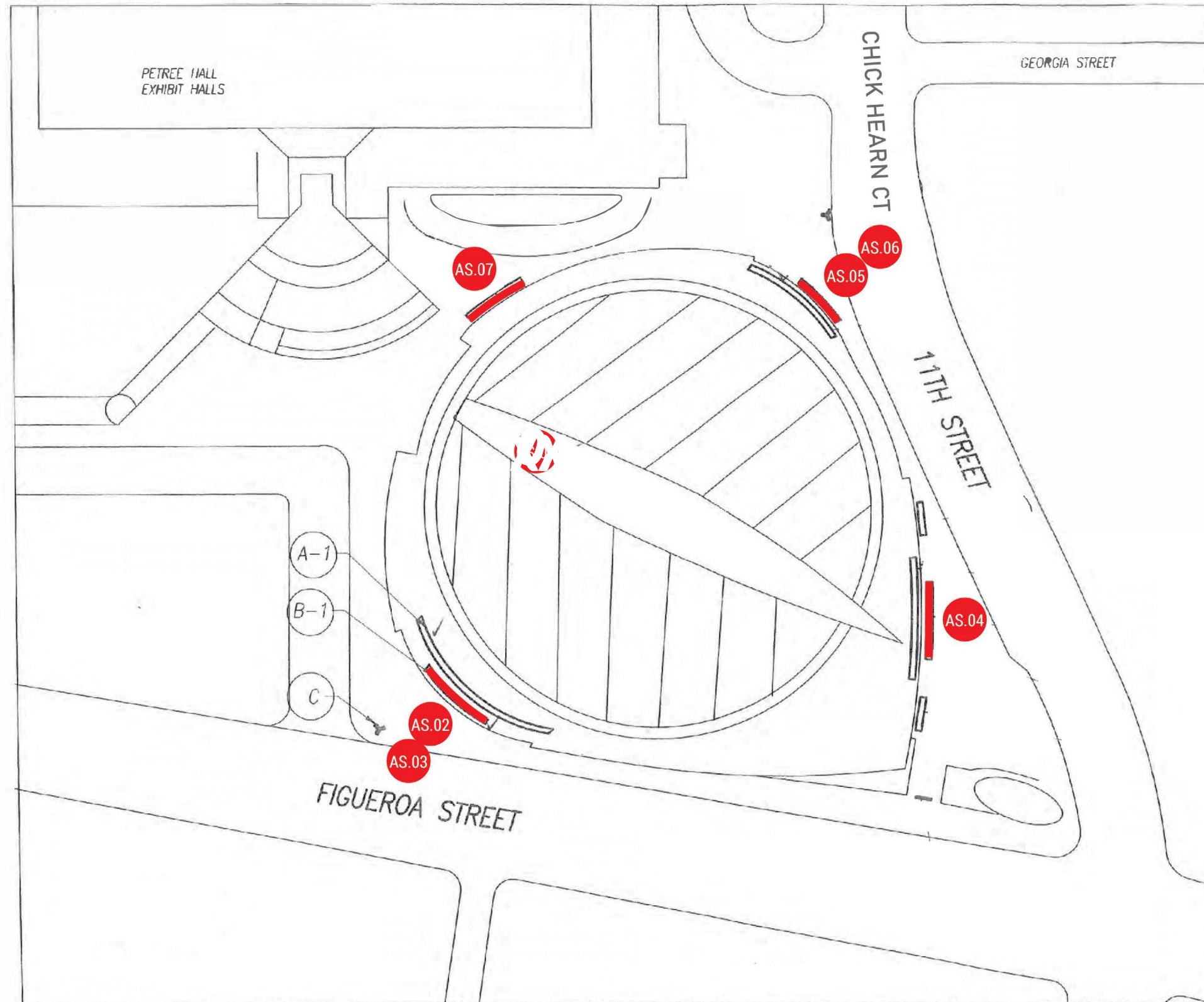
Overall Building Section Through Pico Looking North

PICO PASSAGE: ID SIGNAGE,
MURALS, ART DISPLAYS TO
ALIGN W/ PANEL GRID



Overall Building Section Through Pico Looking South

PICO PASSAGE: ID SIGNAGE,
MURALS, ART DISPLAYS TO
ALIGN W/ PANEL GRID

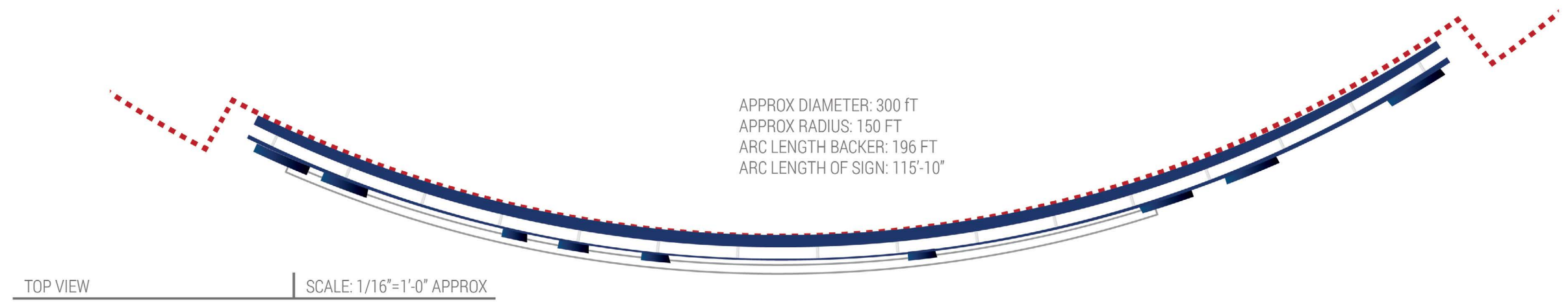


Arena Zone Wall Signs

- AS.03 MAIN BUILDING IDENTIFICATION: 3,694 φ
- AS.03 SECONDARY IDENTIFICATION: 400 φ
- AS.03 MAIN BUILDING IDENTIFICATION: 1,949.7 φ
- AS.03 MAIN BUILDING IDENTIFICATION: 3,694 φ
- AS.03 SECONDARY IDENTIFICATION: 400 φ
- AS.03 SECONDARY IDENTIFICATION: 400 φ



SIGN LOCATION PLAN | SCALE: NTS



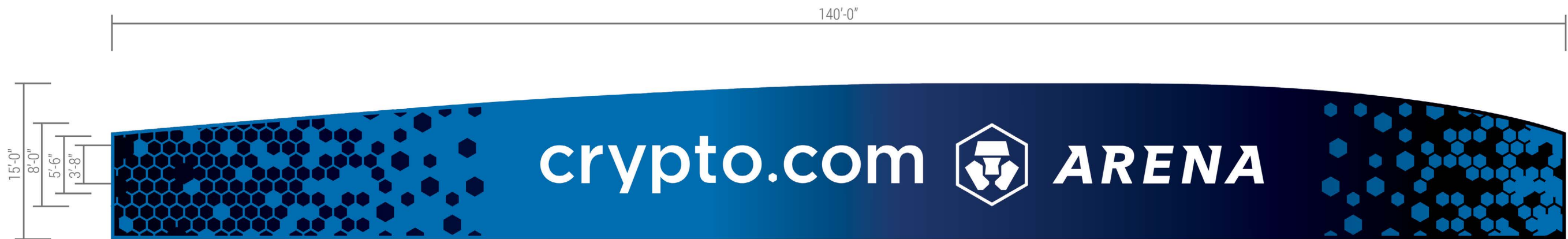
AS.02 FIGUERIA STREET ARCHITECTURAL FEATURE & SIGN | SCALE: 1/16"=1'-0" APPROX
 SIGN SQ FT: 3,694



AS.03 ARCHITECTURAL FEATURE & SIGN | SCALE: 1/8"=1'-0" APPROX
 SIGN SQ FT: 400



EXTERIOR RENDERING | SCALE: NTS
AT FIGUEROA ST ENTRANCE



AS.04 FRONT VIEW | SCALE: 3/32"=1'-0"
 SIZE IS APPROXIMATE, REQUIRES FIELD VERIFICATION
 TOTAL SQ FT: 1,949.7

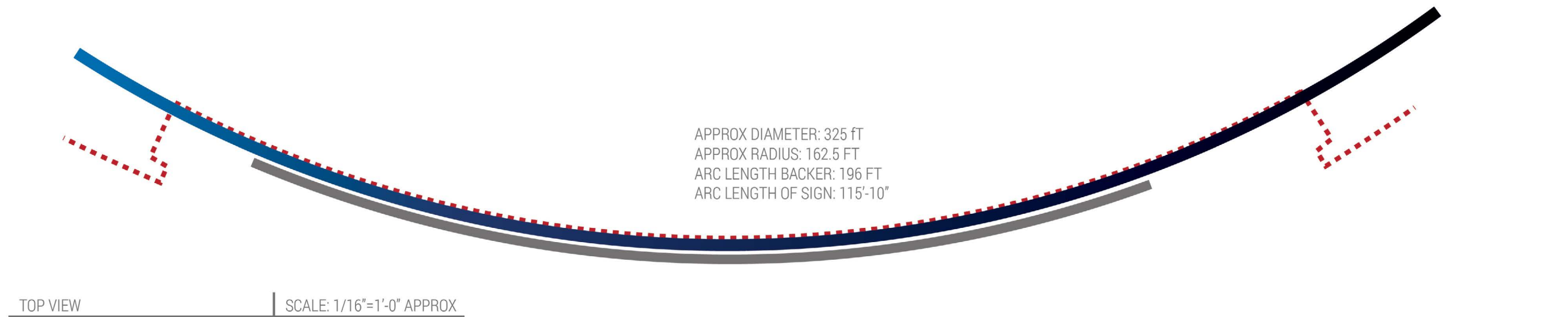


AREA CALCULATED | SCALE: 3/32"=1'-0"



STAR PLAZA RENDERING

SCALE: NTS

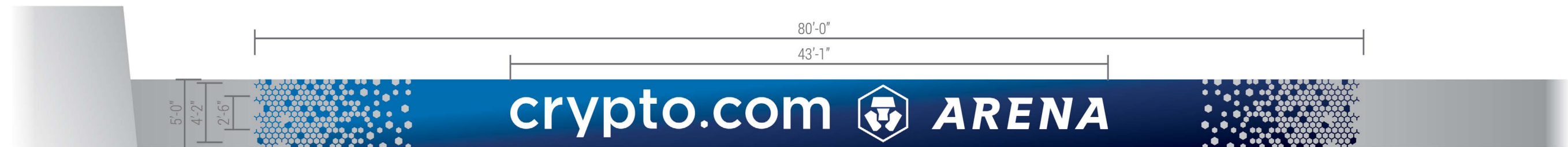


TOP VIEW | SCALE: 1/16"=1'-0" APPROX



AS.05 CHICK HEARN CT (11TH STREET)
ARCHITECTURAL FEATURE & SIGN | SCALE: 1/16"=1'-0" APPROX
SIGN SQ FT: 3,694

SIDE VIEW | SCALE: 1/16"=1'-0"



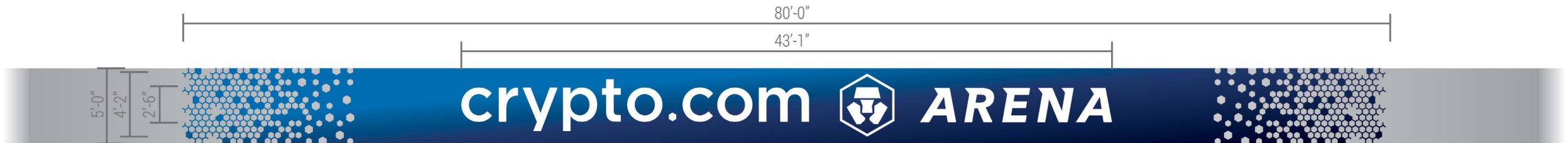
AS.06 ARCHITECTURAL FEATURE & SIGN | SCALE: 1/8"=1'-0" APPROX
SIGN SQ FT: 400



EXTERIOR RENDERING | SCALE: NTS
AT CHICK HEARN CT (11TH STREET) ENTRANCE



VIP ENTRANCE RENDERING | SCALE: NTS



AS.07 ARCHITECTURAL FEATURE & SIGN | SCALE: 1/8"=1'-0" APPROX
SIGN SQ FT: 400



Department of City Planning

City Hall, 200 N. Spring Street, Room 272, Los Angeles, CA 90012

February 23, 2022

TO: City Planning Commission
FROM: Kathleen King, City Planner

ADDITIONAL INFORMATION/TECHNICAL MODIFICATION/CORRECTION TO THE STAFF RECOMMENDATION REPORT FOR CASE NO. VTT-80315-1A

The following technical modification is presented for the Commission's consideration to be incorporated into the Staff Recommendation Report at the City Planning Commission meeting of February 24, 2022, related to Item No. 12 on the meeting agenda. Deleted text is shown in **strikethrough** and added text is shown in **underline**.

Page Page 2, Recommended Actions,

ADOPT the following:

- 1) The related and prepared 1111 Sunset Project **modified** Environmental Findings;
- 2) The Statement of Overriding Considerations; and
- 3) The Mitigation Monitoring Program prepared for the 1111 Sunset Project EIR (Exhibit D).

Page A-1, Exhibits Subheader,

Transmitted herewith, is Exhibit G, a letter dated February 14, 2022, sent on behalf of the appellant urging the City to deny the appeal.

Exhibit G – Lozeau Drury Letter dated February 14, 2022

Page A-3, 2nd Paragraph, correct a typographical error,

The City's complete responses to the Lozeau Drury December 2021 Letter are attached to this staff report as Exhibit E, **December 23, 2021** ~~March 2020~~ City Responses and Appendices.



T 510.836.4200
F 510.836.4205

1939 Harrison Street, Ste. 150
Oakland, CA 94612

www.lozeaudrury.com
rebecca@lozeaudrury.com

EXHIBIT G
Lozeau Drury Letter
VTT-80315-1A

Via Email

February 14, 2022

Kathleen King
City of Los Angeles
Department of City Planning
221 N. Figueroa Street, Suite 1350
Los Angeles, CA 90012
kathleen.king@lacity.org

Re: 1111 Sunset (VTT-80315; CPC-2018-176-DB-BL-VCU-CU-MCUP-DD-
SPR; ENV-2018-177-EIR); SAFER Appeal of VTT 80315

Dear Ms. King:

On behalf of Supporters Alliance for Environmental Responsibility (SAFER), I am submitting these comments regarding the 1111 Sunset Project, as referenced above.

SAFER is pleased to announce that they have reached an agreement with the Developer to resolve the issues raised in their appeals of the Project. Pursuant to our agreement, Developer has agreed to implement additional measures to further protect human health as a result of air quality emissions. SAFER urges the City to deny the appeal filed by SAFER on January 14, 2022.

Sincerely,

A handwritten signature in blue ink, appearing to read "Rebecca Davis", with a long horizontal flourish extending to the right.

Rebecca Davis

cc: William F. Delvac

City Hall, 200 N. Spring Street, Room 272, Los Angeles, CA 90012

TO: City Planning Commission

FROM: Kathleen King, City Planner

*North White Knoll Drive, adjoining the Project Site to the north, is a designated Collector Street per the Mobility Plan 2035 requiring a right-of-way width of 66 feet and a roadway width of 40 feet along the Project Site frontage. **The roadway is fully dedicated, however the existing sidewalk width does not comply with the Collector Street 13-foot sidewalk width standard.** A 5-foot*

wide public sidewalk easement will be provided along White Knoll Drive adjoining the subdivision to allow for a construction of full-width concrete sidewalk except at portions of proposed Airspace Lot 2 and 3. It is a two-way street providing one travel lane each in the northbound and southbound direction. On-street parking is generally available on both sides of the street. White Knoll Drive is improved with a paved roadway, concrete curb, gutter, and sidewalk.

*West Alpine Street, adjoining the Project Site to the east, is a designated Collector Street per the Mobility Plan 2035 requiring a right-of-way width of 66 feet and a roadway width of 40 feet along the Project Site frontage. **The roadway is fully dedicated, however the existing sidewalk width does not comply with the Collector Street 13-foot sidewalk width standard.** A 5-foot wide public sidewalk easement will be provided along Alpine Street adjoining the tract to complete a 13-foot wide sidewalk area.*

Page A-21, Open Space and Landscaping Header, 2nd Paragraph, clarification that the roof deck is not required to satisfy LAMC open space requirements for the Elysian apartment building,

Add the following language to clarify that the Elysian parking structure roof deck is not needed to comply with LAMC open space requirements:

*The roof deck would only be accessible to the Elysian residents. **It should be noted that the roof deck is not required to be provided to meet Code open space requirements for the Elysian apartment building** and is not counted towards the Project's required open space.*

Page A-22, Public Open Space Subheader, 1st Paragraph, delete the following text references to active recreation spaces,

Delete the following references to active recreation spaces:

*The Hill would be programmed with ~~active and~~ passive recreation spaces **and would include such as family play features and** a lawn with lounge furniture and **provide** views to the Downtown Los Angeles skyline.*

Page A-25, Vehicle Access Subheader, 2nd Paragraph, correct the following driveway dimensions,

Revise the maximum driveway width:

*The new driveways would range between **16 to 30** ~~to 150~~ feet in width and be a minimum of 148 feet apart with a majority of the driveways being more than 230 feet apart.*

Page A-25, Vehicle Access Subheader, 2nd Paragraph, clarify vehicle access to the Site,

Add the following text regarding commercial and passenger vehicle access to the Site:

The centrally located Sunset Boulevard driveway (Driveway A) would serve as the main entrance/exit for the commercial and office uses which would front Sunset Boulevard, while the driveways located at the corner of Sunset Boulevard and Beaudry Avenue (Driveways B and C) would serve as the hotel valet (for the Mixed Use Development Scenario) and transportation network company services (such as Uber, Lyft, taxis, etc.) drop-off and pick-up for both development scenarios. The primary residential vehicular entrance to the Site would be located along the eastern portion of the Site (driveway D), along Beaudry Avenue, while secondary

*commercial and residential vehicular access would be provided by a driveway accessible on Alpine Street (driveway E). **While commercial and passenger vehicles may choose to utilize a specific driveway, all of the proposed driveways would be able to accommodate commercial and passenger vehicles and vehicle type (i.e. commercial or passenger) would not restrict users from accessing any of the proposed driveways.***

Page A-26, Bicycle Access Subheader, 1st Paragraph, correct a spelling error,

*As shown in the figure below, nine dedicated bicycle parking areas would be accessible throughout the Site with a percentage of the short-term bicycle parking provided at the ground level and the remaining short-term and long-term bicycle parking on various levels of the parking garage and in compliance with LAMC design standard **siting sitting** requirements for both short and long-term bicycle parking.*

Page A-28, Transportation Center Header, 1st Paragraph, clarify that bicycle and other multi-modal amenities would not only be located at the Transportation Center,

Add the following sentence to clarify that spaces for bicycle and scooter sharing/parking would be located throughout the Site:

*As part of the Project, an onsite Transportation Center would be provided at the corner of Beaudry Avenue and Sunset Boulevard to encourage alternative modes of transportation, making it convenient to access the Site without the use of an automobile, support multi-modal mobility options by providing space to store/park bicycle and scooter sharing services, and address first-mile and last-mile connectivity issues with the surrounding public transit options. **Additional designated storage/parking spaces for bicycle and scooter services would be dispersed throughout the Site to ensure these amenities are easily accessible.***

Conditions of Approval

Page C-1, Density Bonus Conditions Header, Condition No. 4, add the following clarification,

*4. Changes in Restricted Units. Deviations that increase the number of restricted affordable units, **a reduction in lot area**, or that change the composition of units shall be consistent with LAMC Section 12.22 A.25 (a-d).*

Page C-2, Density Bonus Conditions Header, Condition No. 10, add the following clarification,

*10. Automobile Parking for Residential Uses. In accordance with AB 744 a **minimum** ratio of 0.5 parking spaces per bedroom shall be provided.*

Page C-6, Site Plan Review Conditions Header, Condition No. 36, add the following clarification,

36. Site Development. The use and development of the property shall be in substantial conformance with the plans submitted with the application and marked Exhibit A1, dated January 2022. No change to the plans will be made without prior review by the Department of City Planning, Major Projects Section, and written approval by the Director of Planning. Each change shall be identified and justified in writing. Minor deviations may be allowed in order to comply with the provisions of the Municipal Code or the project conditions. The project shall be in substantial conformance with the following description:

- a. *Mixed Use Development Scenario: **Up to** 737 dwelling units (including 76 Very Low Income Restricted Affordable units), 180 hotel guest rooms, 95,000 square feet of commercial, and 48,000 square feet of office.*
- b. *No Hotel Development Scenario: **Up to** 827 dwelling units (including 76 Very Low Income Restricted Affordable units), 95,000 square feet of commercial, and 48,000 square feet of office.*

Page C-6, Site Plan Review Conditions Header, Condition No. 38, correct a typographical error,

38. Floor Area Covenant. As proposed through the recordation of an appropriate "Covenant and Agreement Regarding Maintenance of Building," the Project Applicant (or his/her successor) shall be required to record a covenant and agreement to ensure that the ~~the~~ Project's ground floor covered area, beneath the podium element of Tower A, Tower B, and the Sunset Building, are not enclosed and used for habitable uses.

Page C-7, Site Plan Review Conditions Header, Condition No. 43, delete the reference to bicycle lockers, showers, and a repair station, which will be located elsewhere on the Project Site,

43. Transportation Center. An area shall be provided that encourages the use of multi-modal transit and provide a space to store/park bicycle and scooter sharing services.

- a. *The Transportation Center shall be open to the public during regular business hours.*
- b. *Bicycle facilities ~~including lockers, showers, and a repair station~~ shall be provided.*

Sound The Alarm: Ignore the Venice Median Project at Your Own Peril

CHARLES ROSIN

20 FEBRUARY 2022



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VENICE POLITICS - This Thursday, The LA City Planning Commission will be holding its second Public Hearing on the controversial Venice Median Project--

after unanimously voting to approve it seven months earlier despite some serious pushback from The Venice Neighborhood Council, and its land use planning committee, which, as you might expect, unanimously opposed the project.

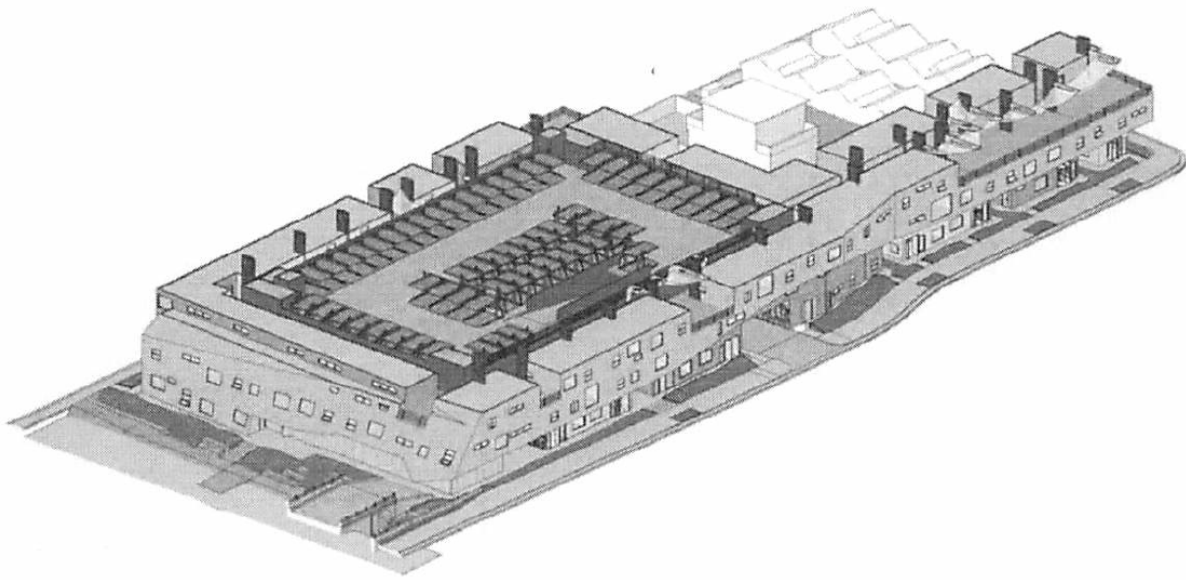
Same thing with our esteemed City Council. It already has voted twice to approve the same project-- the first time unanimously on December 1st-- and just two months after, by a 13-1 margin. Yet, it too will have the Median back on its agenda in mid-March, and, most likely, again in April to correct mistakes and clarify its obfuscations.

Even more peculiar is the twisted relationship between the Council's PLUM Committee and the Median Project, located within the historic Venice Canals district -- which, btw, was originally called The Reese-Davidson Community Project to honor Venice's most prominent Black Forefather, Arthur Reese, until his granddaughter, demanded the developers remove her family name off the project, in part, because of its "misleading descriptions."

But that's not why PLUM abruptly cancelled its regularly scheduled meeting in December, a mere one week before the Council's vote -- only to be forced to take it up again this February to fix the many inaccuracies it should have/would have caught if the meeting had not been cancelled.

The reason all these revisions had to be implemented can be traced back to two culprits: a) the sloppy paperwork and glaring omissions in the documentation provided by Venice Community Housing and Hollywood Housing Corporation b). the rushed timetable for approval demanded by our lame duck Councilman to beat the City Clerk's mid-January deadline to certify the 39,000 signatures gathered by the effort to Recall Bonin.

Yep. Sorry. This is all about Mike. I know. I know. Like everyone else, you thought that when the Recall Bonin fell short, and he tearfully announced he would not seek a third term due to various mental health issues he's been battling for years while in office --it meant his priority would be to take care of himself as any patient would; perhaps resigning from office.



Falling short of that, you maybe thought it would mark the beginning of some transformational behavior, or, at least, a toning down of some of the harsher, more divisive elements of his personality and rhetoric that led to the Recall in the first place?

No such luck. Before the motion went up for a Council vote, an agitated Bonin asked to speak after the thirty-minute Public Comment ended, to challenge the three people from Venice who spoke. "To those who have called in, let me just say if you don't want encampments, you need housing."

You know what else we need, Mike? We need our planning commissioners, elected officials, and voters from the other Council Districts to realize that the fracas over The Venice Median is not some parochial land-use dispute, but a cautionary tale.

The Venice Median is basically an outrageously blatant land grab masking as affordable housing that speaks volumes about the play-to-play /quid pro quo culture at City Hall that goes on behind closed doors. And what's worse -- unless your councilman is named Joe Buscaino -- your Councilmember most likely voted for the project because Mike asked them to, without making even a modest effort to learn why we locals were flipping out.

In a nutshell, here's why:

- It's the largest/last parcel of open space in Venice, one block from the beach in the Venice Canals Historic District.
- It's in a FEMA Special Flood Hazard Area, with a catastrophic sea rise projected to be 8 feet above sea level in 30 years.
- It's a Tsunami inundation zone with a high-water table.
- It grants numerous exemptions including replacing easily accessible beach parking with a 45-ft robotic tower with tiered-parking 500 ft further from the

beach for the working-class families from Inglewood and East LA that join us for weekends on the beach

- Its costs are prohibitive: 141 units, each 460 sq feet, costing an estimated \$1.1 Million per unit which, unfortunately, is severely underestimated.
- No priority for Venice's homeless. No sober living required.
- A state mandated exemption from environmental review under CEQA.

The last one -- the CEQA exemption -- AB1197 -- is the one to remember. It allows any shelter or homeless housing project being developed in L.A. (and ONLY LA) to be exempt from the California Environmental Quality Act in order to speed up its approval process for affordable housing -- and the only reason the politicians in Sacramento rushed this through was because there was no way "Mike's Monster" could pass any type of the city's environmental review.

And here's the most confusing part -- what some of us who have been trying to figure out for seven years is why would Mike insist that the "Dell-Pacific Parking Lot" be chosen to anchor the first wave of eight city-owned properties targeted for Permanent Supportive Housing via funding from Prop HHH in 2016, even though its twice as large, and projected to be twice as expensive, as any of the others.

More puzzling is why a city desperate to get people off the streets and into shelter and/or treatment propose a project of this size and scope for the Coastal Zone knowing all the extra time it would take to clear the permitting process? I mean, do we have ourselves a major humanitarian crisis that requires immediate intervention on the scale of FEMA, or is all this pretext to legitimize a pathway to profit for everyone involved?

Like I said before, this has always been all about Mike. He misled his fellow Councilmembers to first get their approval by describing it as "an underutilized parking lot" without bringing up its historic status or environmental drawbacks. He signed off on architect Eric Moss's brutally austere design, out of character in every way with our eclectic and sublime Venice beach culture. And during the first Council vote he explained to his colleagues that this was "a no brainer" because the city owned what he would later cynically describe before another Council vote as "Low-hanging fruit".

PHOTOGRAPH BY MICHAEL



Low hanging fruit?!! Seriously? Come on, Mike. Venice beach has always been the people's beach, much like New York's Central Park -- shared and enjoyed **by every socioeconomic group from every other council person's district.**

Last October, before the first Council vote, I sent an emotional plea to the other Council Members trying to give context by asking them to imagine how their constituents would react if a massively disruptive construction project that will cost a fortune and take years to complete, was slated on Public Land in their districts. Here is a sampling:

District #1 - Gilbert Cedillo – at the entrance of Dodger Stadium,

District #2 - Paul Krekorian – across from TV Academy

District #3 - Bob Blumenfield – across from El Camino or Taft High School;

District #6 - Nury Martinez – across from Lake Balboa, or Bob's Big Boy

District #8 - Marqueece Harris-Dawson – in the heart of historic Leimert Park

District #9 – Curren D. Price, Jr. – across from L.A. Live or Exposition Park

District #12 - John S. Lee – across from CSUN; Chatsworth Nature Preserve

District #13- Mitch O'Farrell – across from Echo Park Lake, or The Reservoir

Additionally, I reminded them that the districts they represent encompass 500 landlocked miles while Venice is a vibrant 3 ½ mile beach town, with a unique beach culture that still attracts way more tourists than any other place in the city, despite the encampments and drug dealers pushing Meth and Fentanyl.

I ended my email with a call to action, begging them to abstain since Mike and The Developers haven't given them enough information to judge the project on its merits. Again, only Councilman Buscaino, joined by Curren Price from District #9, effectively, abstained as requested.

Next time the project is theirs to consider, I will ask them to vote against it instead of humoring the wounded ego of a bitter, soon to be ex Councilman, so that the tax payer dollars earmarked for this site can be redirected to shovel ready projects that can house and shelter many more in need, at a better location, for the same price.

But that's down the road. This week, it's about the Planning Commission. I have one question for each of them. After reviewing the documentation brought forth by the residential and business communities of Venice, please tell us one good thing about this project as conceived. Just one good thing.

Not so easy, is it?

(Charles Rosin, a retired native of Los Angeles, moved to Venice ten years ago to catch waves and be closer to the beach. Rosin serves on The VNC's Neighborhood Committee and is a Board member of the Coalition for Safe Coastal Development which has brought suit against the city and the developers of The Venice Median Project.)

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February 21, 2022

VIA ELECTRONIC MAIL

Hon. Samantha Millman and Members
Los Angeles City Planning Commission
200 North Spring Street
Los Angeles, CA 90012
cpc@lacity.org (Cecilia Lamas, Executive Assistant)

Re: Item No. 14 Agenda of City Planning Commission Meeting for February 24, 2022 (Reese Davidson Project, VTT-82288; ENV-2018-6667-SE; CPC-2018-7344-GPAJ-VZCJ-HD-SP-SPP-CDP-MEL-SPR-PHP; Council File Nos. 21-0829 and 21-0829-S1)

Dear President Millman and City Planning Commission Members:

This firm represents the Coalition for Safe Coastal Development ("Coalition") and its supporting organizations and individuals.

The Coalition objects to the Project. Moreover, Coalition hereby adopts all project objections, comments, and all evidence/studies submitted in support of project objections, and specifically requests that the City print out or attach to the Council file each and every hyperlinked document cited in all comment letters in the administrative record for this Project. Additionally, please confirm that the Planning Commission staff has placed an accurate and complete copy of all of our correspondence, including this letter, in each of the following City Council Files: Council File No. 21-0829 and Council File No. 21-0829-S1.

On December 1, 2021, based upon recommendations adopted by this City Planning Commission and documents transmitted from you to the City Council, it adopted a Notice of Exemption from the California Environmental Quality Act ("CEQA"), denied land use appeals of a Coalition member group, Venice Vision, approved a Vesting Tentative Tract Map and a mass of amendments to fundamental zoning laws, including but not limited to the General Plan – Venice Community Plan, base zoning of the Project site, the Venice Coastal Zone Specific Plan,

and the certified Venice Land Use Plan.

On January 13, 2022, the Coalition filed a lawsuit in Los Angeles Superior Court alleging the City Council's actions on December 1, 2021 violated CEQA, the Subdivision Map Act, the Mello Act, and constitutional procedural due process of law.

On January 25, 2022, Council Member Mike Bonin introduced a motion that concedes that the resolution materials approved by this City Planning Commission and then the City Council were inconsistent and in error, including missing materials and maps.

Mr. Bonin's Motion asked the City Council to rescind the Resolution to amend the Venice Community Plan and Venice Land Use Plan it adopted on December 1, 2021, and to propose amendments of its supporting materials and maps. In other words, Mr. Bonin's motion proposed rescinding the critical land use entitlement changes that are central to the proposed Project and starting over with consideration of a changed set of land use entitlement documents.

Just seven days after Mr. Bonin's motion to set aside these central land use entitlements and redo them, the motion was rushed before the Planning and Land Use Management (PLUM) Committee on February 1, 2022. Over objections before the PLUM Committee, including that it did not even have the proposed revisions before it, the PLUM Committee approved the proposed amendment anyway.

On February 2, 2022, the PLUM Committee report was rushed into a Special City Council meeting where once again public testimony pointed out that the proposed amended land use entitlement documents were not available to the public and presumably the members of City Council. Ignoring this basic defect, the Council voted to approve Mr. Bonin's motion, except that Council Member Busciano, voted "No."

Mr. Bonin's motion also referred the unseen General Plan Amendments and zoning changes back to the Los Angeles City Planning Commission and Mayor under City Charter Section 555(c).

The City Council's special meeting was conducted in violation of the Brown Act, so this matter is coming before the City Planning Commission subject to nullification if the City Council cures its violation, or is ordered by a reviewing court to cure its violation, by revoking its actions of February 2, 2022 and conducting a legally compliant public meeting consistent with the constitutional and statutory public speaking rights of persons who were not heard on February 2, 2022.

The Council's revisiting of the general plan amendment, zoning amendment, Venice Coastal Zone Specific Plan amendment, and the certified Land Use Plan of the Venice Coastal Program amendment underscores numerous fundamental flaws with the Reese Davidson Project. Over 1,000 community members of Venice submitted comment letters objecting to the Project as proposed. The family members of Arthur Reese and Gregory Hines demanded their family names be removed from the oversized Project as inconsistent with the Venice Community. Council member Busciano added his "no" to this growing list of people exercising common sense.

Now members of this City Planning Commission need to ask if they still think an affordable housing project with average unit cost approaching \$1 million for each 460 square foot unit is worthy of a spot general plan amendment and spot zone change. Will Commission members meet the expectation of Mayor Garcetti's Chief of Staff Ana Guerrero that City Commission appointees are expected to be "good soldiers,"¹ and presumably cast their votes consistent with what they are told by the Mayor's office? Or will Commission members show independence? Numerous factors the Commission ought to consider include:

1. The City Likely Pre-Committed to the Reese Davidson Project At The RFQ/P Stage Despite The Project Site's Mapped Location For Multiple Risks To Human Life.

The Coalition's member organization, Venice Vision, and now the Coalition have submitted Public Records Act requests trying to obtain copies of the full RFQ/P proceedings now that the City completed the process and entered into an Exclusive Negotiating Agreement with Hollywood Community Housing Corporation and Venice Community Housing Corporation ("Applicant"). Only limited documents have been produced by the Housing Department. (**Exhibit 1.**)² The Housing Department has refused to produce responsive documents based upon bogus exemption claims that continue to this date.

The Coalition is informed and believes and thereon alleges that the Applicant was the favored developer in the "competitive" bidding process operated by the City. For instance, the City's RFQ/P invited developers to propose to use portions of or all of the Project Site. Pursuant to this invitation, the Coalition believes that some developers proposed more sensitive projects on less than the entire site, and the City eliminated them from consideration. However, the Coalition is informed and believes that Applicant was told or encouraged to propose a Project covering the entire Project site, and its proposal, consistent with what City officials instructed Applicant to do, was favorably received. Accordingly, Applicant likely knew that only Projects

¹ See <https://www.vice.com/en/article/k7w3jx/eric-garcetti-staff-emails-black-lives-matter> where Ms. Guerrero's email communication shows she complained about an appointee to a citizen commission: "I will humbly admit I never anticipated that she would be this time-consuming. She was super low maintenance... and behaved as all former staffers turned commissioners do—like a loyal soldier." Thus, the Chief of Staff of the Mayor's office has pulled back the curtain to reveal Mayoral expectations that commissioners overseeing the City's departments vote like "loyal soldiers" instead of exercising independent oversight of City Departments. Such political expectations of commissioners are inconsistent with the existence of oversight commissions provided in the City's Charter.

² With exhibits, this comment letter will likely go over the 10-page limit under the Commission's submission rules. However, the Commission can hardly be on solid ground for enforcing such a rule in this case. Instead of providing a 21-day hearing notice for this matter, the City Planning Commission staff issued the hearing notice for this item on Monday, February 14, 2021, **the same day that unlimited submissions would be due** under the Commission's normal public process. This explains why the "Initial Submissions" attached to the Staff Report consists of one random undated email sent to City Planner Ira Brown. There is no showing the email was legitimately sent after release of the hearing notice and before the deadline for Initial Submission. In any event, all of the exhibits attached hereto are already in the City Council file (and administrative record) where Commissioners can view them. But for the Commission's convenience, the exhibits are attached hereto.

utilizing the entire site would be accepted by the City even though the RFQ/P issued by the City said otherwise to mislead others making proposals.

Prior to recent years, the community had considered ideas to construct a sensitive community park/parking structure to improve beach access and parking capacity. These proposed uses were consistent with the open space land use plans of the City and Coastal Commission, and were expected to be designed to absorb sea level rise flooding to avoid exposure of humans to such flooding and tsunami risks.

Then City officials, especially Council Member Mike Bonin, proposed that an Affordable Housing Project be identified for this Project site. They made the initial commitment to placing human beings in harms way by making the Project site available for affordable housing development despite its sensitive location in a low-lying coastal flood risk zone, tsunami inundation zone and evacuation route, historic oil drilling district, and methane hazard zone. The City's RFQ/P only acknowledged the Project site had an elevated water table.

The actions of the City to locate formerly homeless and low income persons at this troubled location is a continuation of the City's violations of environmental justice, similar to when the City located public housing projects next to excessive diesel sources such as rail yards/ports, or on formerly polluted industrial sites. Why must the City's most in need be personally exposed to health hazards in affordable housing sited in such unjust locations? An examination of the "low-income artist work/live lofts" shows they will be located on the street level to create some kind of "art walk." With roll up doors and no visible secondary exit, a major tsunami or storm surge could flood these low-level living units preventing residents from safe exit from rushing incoming water, in ways similar to how basement level units in Brooklyn, New York were flooded by the hurricane Ida storm surge last fall.
<https://www.nytimes.com/live/2021/09/02/nyregion/nyc-storm>.

No other City property offered in the same RFQ/P process by the City was located in such an ill-advised location for human housing development. And yet the City, relentlessly pushed by Mr. Bonin, persisted in shoving through a project, covering the entire open space Project site, and pushed out to the edge of the street, shrinking beach access sidewalks to such inadequate widths that it will result in crowds of people having to step into the street to pass each other on the way to and from the beach with their baby strollers, bicycles, umbrellas, coolers, and other beach accessories.

The pre-selection of this problematic site soon became a subject of controversy and objection in the community as residents realized the public health dangers of the proposed location and inappropriate land uses added to the residential supportive housing element of the Project. Councilmember Bonin refused to acknowledge the common sense concerns of his constituents regarding the problems of the low lying site, refused to consider alternate available sites for such supportive housing, and instead launched an outrageous campaign to silence community objections, including making false accusations that those concerned about these homeless housing projects were responsible for placing bomb-like materials at a related Bridge Temporary Homeless Housing site nearby. Emails released by Mr. Bonin's office itself revealed he had been advised by police detectives these devices were unrelated to the homeless housing project and were no threat to public safety, yet after being so informed he weaponized the Los Angeles Police Department to paint his opponents as some form of domestic terrorists.

Mr. Bonin proclaimed these “cowardly acts” would not deter his supposedly heroic efforts to politically ram his “vision” through City approval processes, human health and safety would be brushed aside. Not only did the City place the ill-conceived Reese Davidson Project at this poor location, a site design that the City’s own professional architect review panel branded as looking like a “beached barge,” the City would refuse to conduct an objective environmental review of the hazards of this particular site or give any consideration to more reasonable project alternatives to mitigate the hazards.

More than 1,000 persons from the community sent letters objecting to the Project. Heirs of the families of Arthur Reese and Gregory Hines demanded that their family names be removed from the Project because if they were alive they would not have supported such an ill-conceived project at the main entrance to world famous Venice Beach.

Residents rose up to gather signatures to recall Mr. Bonin, and although the City Clerk recently declared the effort fell just short of enough valid signatures (thousands were disqualified by the City Clerk), Mr. Bonin, seeing the handwriting on the wall and pre-empting another recall effort, announced he will not run for re-election. And yet, without political portfolio, Mr. Bonin’s proposed motion today underscores the extraordinary unlawful actions taken to push this pre-committed Project forward despite strenuous objection from thousands of reasonable community leaders and residents.

2. The City’s Unlawful Withholding Of The Competing Proposals It Received For The Project Site Prevents The Public, The City’s Decision Makers, and The Coastal Commission From Knowing Feasible Alternative Projects.

To this day, the City continues to refuse to produce for public copying **the competing proposals it received from other developers who responded to the RFQ/P process**. What is the City hiding? The Coalition and its supporting organizations and individuals have been thwarted from obtaining these records to place in front of the City’s decision makers and the Coastal Commission. A reasonable decision-making process would have given serious consideration to Project alternatives, including the original enhanced parking facility and park contemplated by the community in its adopted planning documents until Mike Bonin strongarmed his “vision” on the community. In the upcoming Coastal Commission hearing process, the Commission should act more responsibly than the City of Los Angeles which is hampered by corruption of its decision-making processes – a scourge currently under investigation and prosecution by federal authorities.

3. While The RFQ/P Authorized Developers To Propose Affordable Housing Projects With Unrelated Commercial Uses, The State Legislature’s Special CEQA Statutory Exemption For Supportive Housing Projects Did Not Exempt Such Uses.

The City’s RFQ/P specifically allowed developers to propose commercial uses along with the supportive housing project. The Applicant included at least 6,000 square feet of unrelated commercial land uses in the Project. The commercial elements of the Project have been comingled into the building pro forma as well. (**Exhibit 2.**) Then the City pursued special legislation from the Legislature to exempt certain homeless housing projects from CEQA review. However, commercial and non-supportive housing elements of such projects were not granted exemption from CEQA review. Exemptions from CEQA are strictly construed by courts.

4. The Commercial Portions of The Project, Including The Northwest Tower Are Not Exempt From CEQA Review; They Are Not In Furtherance of Supportive Housing.

The intent of the Legislature in enacting AB 1197 was to exempt certain temporary and permanent supportive housing activities of the City of Los Angeles from CEQA review and mitigation. That said, the City cannot fold into such supportive housing projects unrelated land uses, including commercial uses, and obtain an exemption from CEQA review for those elements of the Project too. In other words, only those elements of the Project, **and the land use entitlements associated with them necessary to provide for supportive housing** are arguably exempt from CEQA review and mitigation.

Supportive affordable housing projects might require a general plan amendment to a residential land use designation and residential zoning classification, but they in no way require the neighborhood commercial land use designation and C2 base zoning sought by the Applicant. Seeking a land use entitlement solely consistent with furthering supportive housing such as a medium residential land use designation and R3 zoning would be consistent with the Legislature's narrowly defined CEQA exemption. **Seeking a land use designation and base zoning more than required to further supportive housing fails to qualify for the exemption.**

The Project includes thousands of additional square footage dedicated to non-supportive housing activities such as: retail stores, public restaurant, art center, and a lookout tower over nearby residences and the beach. None of these uses, appended onto the residential building, expanding it out to the streets and adjacent properties in every direction, are required to provide residential supportive housing. Accordingly, the general plan amendment and zoning change sought by the Applicant, to Neighborhood Commercial and C2 base zoning, are not required to provide supportive housing and therefore do not qualify for exemption from CEQA review and mitigation. These flaws were pointed out in a Venice Vision letter dated January 12, 2020 (should have been 2021) at pages 5-6, and submitted to the Advisory Agency.

Surely, no one would credibly contend that the Project could include land use designation and base zoning to permit a hazardous recycling center, auto repair shop, adult entertainment club, or marijuana dispensary appended onto the supportive housing building. The same is true for non-essential commercial retail, restaurant (which may have an undisclosed liquor license application), art center, or vanity lookout/party deck tower. They disqualify the general plan amendment and zoning change from exemption from CEQA review and mitigation measures with the inclusion of these completely unnecessary commercial project elements. The City has failed to proceed in accordance with law by refusing to prepare proper environmental review and mitigating obvious health and safety risks associated with the commercial elements and design of the Project.

5. The Project is Not Exempt From Other Mandatory Environmental Reviews That Have Not Been Performed.

Even assuming the City's actions in relationship to this project were somehow exempt under the limited exemption of AB 1197, which they are not, in no way was and is the Project exempt from other environmental reviews. Environmental reviews comparable to CEQA are required by other laws for approval of the land use entitlements or the funding sources of the project. For instance, the Advisory Agency in reviewing the Project under the Subdivision Map

Act erroneously failed to require CEQA comparable study of potential negative impacts of the Project. Similarly, the California Coastal Commission requires a CEQA like review to prevent exposure of sensitive marine and water estuary resources, and humans, to environmental harm or degradation.

However, during the City's disjointed process, it terminated environmental review the moment it thought it could paint all of the non-supportive housing elements of the Project with its special CEQA exemption from the Legislature. (**Exhibit 2.**) The law does not work that way. The potential harms have been ignored by failures of the City to require sufficient and serious study of potential project impacts before entitlement or funding.

6. The Applicant Who Received The Entitlements To Build The East Site Parking Garage Will Likely Not Finance, Build, Own Or Operate It – LADOT Will.

What does the City have to hide regarding the development, construction, financing and operation of the East Site Public Parking Garage? Throughout the administrative review process, the Coalition and its members have submitted and renewed Public Records Act requests for documents, communications, and design plans for the separate East Site Public Parking garage. The City's LADOT has stonewalled production of disclosable non-exempt public records.

Based upon what little information has been obtained, it appears clear that although the City granted entitlements to the non-profit Applicant to construct the East Site Parking Garage, the City never intended to have the Applicant finance, construct, own the underlying land, or operate the public parking facility. Therefore, the supportive housing project not only appended unrelated commercial land uses to paint the entire collection of land uses as CEQA exempt, it also folded a separately owned, financed, and constructed parking garage project in the middle of the Project site, and falsely represented the public parking garage as part of the supportive housing project. The Project's current pro forma fails to confirm that the East Site Public Parking Garage costs are included in the Project cost estimates. (**Exhibit 2.**)

LADOT's ongoing refusal to release all non-exempt documents related to the East Site Public Parking Garage, including details of a problematic hydraulic automated parking system, has obscured the proper segregation of the two projects that appear to have separate financing, construction, underlying land ownership, and long-term operational control. The failure of the City to disclose the apparent true nature of the East Site Public Parking Garage project, has resulted in a failure to award the land use entitlements to the proper party, a failure to disclose the true land ownership or lease characteristics of the Project, and failure to provide for proper environmental review of project impacts.

7. The Lack Of Accurate Project Plans For The East Site Garage Tower Deprived The City Decision Makers Of The Ability To Assess The Full Impacts Of The Project.

Perhaps most disturbing is that the Project plans placed in front of City decision makers appear to omit the actual design of the LADOT parking garage in the center of the Project site. For more than a year, LADOT and other City officials have discussed the installation of an automated double stacked hydraulic parking system in the East Site Public Parking Garage. The details of this system have not been disclosed to the public or City decision makers. Instead, false and incomplete versions of the Project have been released to the public. The use of such plans will presumably later lead to a substitution of the actual project plans, evading any public

review. The use of inaccurate and incomplete plans for project land use entitlements is a failure to proceed in accordance with law. If the Commission is interested in seeing the actual plans in fulfillment of its oversight duties, it will not find the full project plans for the garage in its files.

8. The Failure To Publicly Disclose The Use Of Automatic Stacking Systems On The Roof Of The East Site Parking Garage And The Residential Building Plans With Solar Panel Fixtures Obscures The Fact That Large Portions Of The Project Cannot Comply With the 35 Foot Height Limit.

The Project building height is limited to 35 feet. The design plans depict the structure itself at the 35-foot height limit. However, the affixing of a mass of automated hydraulic double stacked parking systems and shading them with even taller solar panel structures on the roof, strongly suggests that the building and parking/solar fixtures will far exceed the 35-foot height limit. (**Exhibit 3.**) In fact, the plans do not appear to depict a realistic height for double stacked parking facilities, and in fact, these permanent building structures will exceed the height limit. These realities are suggested by the limited documents released by LADOT. The failure to disclose the true construction plans for the East Site Public Parking Garage means the City previously, and now this Commission has no evidence to support any findings the building plans will be within the 35-foot height limit.

9. The Plan Amendments Constitute An Impermissible Spot Zoning Whose Public Benefits Do Not, As A Matter of Law, Outweigh The Recklessly Unstudied Threats To Life And Properties From Intensified Flooding, Methane System Failure, or Tsunami Wave Diversion.

Throughout these proceedings, numerous commenters have branded the mass of amendments to the City's general plan for Venice, the certified Land Use Plan of the Venice Coastal Program, and the Venice Coastal Specific Plan as a wildly inappropriate spot zoning. It is a spot zoning. One need only look at the maps Mr. Bonin seeks to substitute to see a planning boundary is drawn around the exterior lines of this single Project site, given the undescriptive name "Subarea A," and massive replanning, and rezoning is undertaken to allow that which the City's fundamental planning documents do not allow.

While some spot zoning activity can be justified by public benefit of a project, a spot zone that elevates a public benefit that could have been conferred at a safer location cannot be justified at a location where the site characteristics subject the Project's occupants and adjoining properties to unsafe conditions. This is such a spot zone. The City tried to avoid this by requiring in the RFQ/P related documents that any project proposed would comply with the then existing Venice Coastal Zone Specific Plan. But the City now violates its own planning guardrails on the Project. The City refused to locate this supportive housing project at other available Venice sites outside the coastal zone, or at least not in the low lying coastal flooding, sea level rise, tsunami and methane risk zone. Because the risks are acknowledged by the City by mapped hazards, yet unstudied, the City lacks any factual basis to support a conclusion that this otherwise unlawful spot zone has benefits that outweigh the potential risks to human life and property.

10. Planning Commissioners Renee Dake Wilson and Helen Leung Have An Inappropriate Supervisor/Employee Relationship That Is An Inherent Conflict Of Interest.

In prior testimony before this Commission, Venice Vision set forth facts establishing that Planning Commissioners Renee Dake-Wilson and Helen Leung have a professional relationship outside the Planning Commission. In the years discussed by Venice Vision, Dake-Wilson was the largest financial contributor and sat as Vice President on the Board of Directors of Las Mas, a housing advocacy group for which Helen Leung is Ms. Dake-Wilson's subordinate. Two such individuals have an inherent conflict of interest making it improper for the two of them to serve together. Even after Venice Vision commenced litigation to overturn this Commission's prior approvals and denial of land use appeals, in part based upon this conflict of interest, the City has persisted in permitting this inherent conflict of interest to continue.

Conclusion

Based upon the foregoing and Venice Vision's comment letter of January 12, 2021 (erroneously dated 2020), The following Project elements are unnecessary to meeting the urgent needs of supportive housing and the target population defined by law:

- The 67-foot lookout tower and 685 square foot rooftop party deck at the northwest corner of the mixed-use complex;
- The commercial retail spaces for unrelated retailers competing with other retail stores in the nearby commercial zone of Venice Beach;
- The commercial restaurant competing with other restaurants in the nearby commercial zone of Venice Beach, possibly with an undisclosed alcohol permit, and 500 square feet of covered outdoor eating space;
- Thirty-four live-work lofts for artists who are not required to be formerly homeless individuals requiring supportive services;
- Rollup doors for the ground level artist lofts so that they can conduct a commercial oriented art walk land use not sought or authorized in the middle of a residential neighborhood around the perimeter of the Project building;
- A huge community arts center linked to the artists in the complex, none of whom are required to receive supportive services;
- Expansion of the onsite parking garages to include required parking for the unnecessary non-supportive housing elements of the Project;
- Expansion of the overall building envelopes with such extensive unnecessary add-ons that critical beach access sidewalks will not be widened but rather left at 5 feet wide as persons using the relocated public parking are forced to walk from further away on a substandard beach access sidewalk violating General Plan transportation policies on walkability and safety.

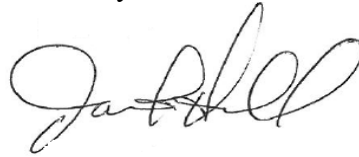
These extensive additional land uses and square footages of the proposed Project are not in furtherance of supportive housing. The project inappropriately requires an excessive commercial general plan amendment and zoning in order to add these significant commercial land uses to the Project. A supportive housing project only requires a general plan

amendment for residential land use and R3 zoning. If the request was for that only, the Project might be able to conform to the CEQA exemption enacted by the Legislature. This Project in no way meets this requirement. The City asserting that all of these vanity additions to the project are in “furtherance of supportive housing” is not supported by substantial evidence. For instance, a lookout tower with party deck is not a legitimate activity in furtherance of meeting the urgent need to provide supportive housing. The same is true of all of the other elements listed above.

The Project must be modified to remove these elements or lawfully subject itself to full CEQA review of the risks to human health represented by the irresponsible siting of this project at such an improper location.

I may be contacted at 310-982-1760 or at jamie.hall@channellawgroup.com if you have any questions, comments or concerns.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jamie T. Hall', written in a cursive style.

Jamie T. Hall

Encls.



Agenda Item 14, Feb 24, 2022--CPC-2018-7344-GPAJ-VZCJ-HD-SP-SPP-CDP-M EL-SPR-PHP

Robin Rudisill <wildrudi@icloud.com>

Tue, Feb 22, 2022 at 2:08 AM

To: Planning Cpc <cpc@lacity.org>

City Planning Commissioners:

Item 14 on your February 24, 2022 agenda is the Venice median Permanent Supportive Housing, various commercial uses and visitor-serving public garage project.

The changes outlined in the motion are correcting significant errors that should have been caught in the process prior to final approval. When PLUM and City Council voted on this motion on February 1st and February 2nd, respectively, the corrected maps were not even disclosed to the Public or to the councilmembers, who voted on something that they literally hadn't even seen. The so-called "correct set of exhibits to the Venice Land Use Plan" had not been seen by the voting body or the public. The documents were, however, put into the Council File after the vote, and backdated.

The need for these corrections highlights yet another fundamental flaw in this process. The public would like to understand the review process for the project and why these significant errors were not caught before the project was approved. You should want to know that too.

This begs the question, what other errors and irregularities are there? This fits right in with what I believe are a multitude of irregularities, including other errors in the coastal land use plan resolution you are being asked to approve. This is a complex project and I'm certain that there are many more errors with this project that were not caught due to the inadequate review.

Also, this agenda item and motion include the zoning and land use designation changes to commercial zoning necessary for this mixed-use project, only a portion of which is for affordable housing. A Permanent Supportive Housing project does not require a zone change to commercial but rather only to residential zoning. No commercial elements are required for this Permanent Supportive Housing project. Thus, **to change to a commercial zone requires environmental review and the change is not statutorily exempt from CEQA.**

The RFP Process was fatally flawed from a safety standpoint for the proposed residents of the project and the surrounding neighborhood. Mike Bonin is responsible for adding the Venice Median site to a list of several supportive housing sites. If Planning Commissioners go back and look at the RFP, it only identified the site as having a high water table. Records of the City show that the site is a Methane Hazard area. Most methane hazard systems are underground piping systems that gather the methane from the soil and vent it to prevent explosive accumulations. How is a methane mitigation system going to work beneath the excavated basements of the project's housing and the City's own multi million dollar investment in a parking garage in the center of the East site if the basements have to be waterproofed from the high water table. How does a methane mitigation system work submerged in groundwater? Records of the City also show that the site is a Tsunami inundation area. Just last month the west coast had a tsunami warning. Thankfully the waves were not very high -- this time. The Venice Median is one of the most low lying areas and most vulnerable to tsunami damage and sea level rise, which is inevitable. Who on this Commission wants to be remembered for voting to put former homeless persons in harms way? Are you willing to gamble with their lives because of their former homeless status?

Commissioners, you should insist that this project go back to the drawing board. The site has too many safety and beach access problems. There are other smaller sites that would have been and remain more logical and effective locations. This project is two to three times larger than a typical supportive housing project. That's because it is a vanity project being pushed through under the guise of the simpleton logic that if we don't want tent encampments, we have to build housing. If only it were that simple. At what cost to the taxpayers for this boondoggle?

More puzzling is why a city desperate to get people off the streets and into shelter and/or treatment proposes a project of this size and scope, located not just in the Coastal Zone, but in the Dual Permit Jurisdiction Coastal Zone, requiring both a City and a State permit, knowing all the extra time it would take to clear the permitting process. I mean, do we have ourselves a major humanitarian crisis that requires immediate intervention on the scale of FEMA, or is all this pretext to legitimize a pathway to profit for everyone involved? Why is the City spending somewhere between \$500,000 up to \$1 million per 460 sq foot unit for this Project? It was a poorly conceived project from the start. This is not and **never was the right site for supportive housing.**

It is improper for the City to cover up valid criticism of this mistake. This site is too important for the City to destroy it with a bad project that has not been subjected to fair public hearings. Bad and unfair hearing processes result in bad decisions. You are asked to support this disaster. Do you want your names in the book that will be published on this case study in flawed decision making? A project like this should never be allowed in the most low lying and therefore unsafe location. If the minor design costs incurred so far have to be written off so that a project can be developed at a better location, so be it. That sunk cost is just a grain in the sand compared to the total cost of this monstrous project.

This project is a huge square peg trying to fit in a small round hole. This project is the worst example of spot zoning I have ever seen—a 40-lot consolidation, huge ugly prison with watch tower, in a new land use designation created just for the project. **These amendments to the certified Venice Land Use Plan are a flagrant prejudicing of the ability of the City of Los Angeles to prepare a Local Coastal Program that is in conformance with Chapter 3 of the Coastal Act**, which is a very serious violation of the Coastal Act.

The project is not completely approved yet and before that happens it MUST be immediately reexamined by the City and **redirected to an appropriate location**.

City Planning Commissioners, please **exercise some common sense and prevent this gross waste of taxpayer funds by voting against any zoning amendment to the certified Venice Land Use Plan for this misguided proposal.**

***For the Love of Los Angeles
and our precious Coast,
Robin Rudisill
(310) 721-2343***

DAY OF HEARING SUBMISSIONS



February 23, 2022

Los Angeles City Planning Commission
200 North Spring Street
Los Angeles, CA 90012

RE: Support for the Expansion of the Los Angeles Convention Center and JW Marriott Hotel

Dear members of the Los Angeles City Planning Commission,

Central City Association (CCA) and the Los Angeles Area Chamber of Commerce (the Chamber) collectively represent thousands of businesses and nonprofit organizations that employ hundreds of thousands of Angelenos, and we are committed to a thriving regional economy with a vibrant Downtown Los Angeles as its heart. The tourism industry is a pillar of our economy, and ensuring our Convention Center is modern and globally competitive, supported by robust lodging opportunities, is central to our shared goals. **CCA and the Chamber are pleased to submit this joint letter to voice our organizations' strong support for the expansion of the Los Angeles Convention Center and JW Marriott Hotel as proposed in City Planning staff's report.**

Prior to the destabilizing impacts of the pandemic, over 534,000 people were employed in the tourism and hospitality sector in Los Angeles, an incredible 1 in every 8.5 workers in the county. The more than 50 million annual visitors to LA generated a total \$36.6 billion, translating to billions of dollars in state and local tax revenues to fund vital public services. The expansion of the Convention Center and JW Marriott was planned before the pandemic, but this investment and modernization is even more vital now to drive our economic recovery and better position LA as a welcoming destination for generations to come.

This project is estimated to produce approximately 7,400 net new jobs and \$1.72 billion of economic output during construction, and nearly 3,500 net new jobs and \$215 million of economic output annually after completion. In addition, it would also yield \$13.2 million of net new tax revenues to the City of Los Angeles. There are few, if any, other development projects in the city that could have such a substantial impact on our economic and fiscal recovery.

Importantly, this project also gives great attention to detail and its role within the Downtown LA community:

- Signage plan modernization – The sign program is thoughtful and represents the modernization of the existing signage program through better design integration of the signs into the architecture, complements existing LA LIVE signage to create a sense of place and, overall, is a small increase in signage from current conditions and less than allowed under the adopted Specific Plan. The signage is also compatible with the surrounding area.



- Pedestrian enhancements -- The project integrates the hotel and conference center expansion with existing facilities through a careful balance of thoughtfully designed and enhanced pedestrian environments on Georgia St., Chick Hearn Court, and above-grade connections, which allow for both street activation as well as a seamless visitor experience. Permanently turning Chick Hearn Court into a pedestrian-only street between Figueroa and Georgia will also more fully integrate the area into a comprehensive campus that is safe and welcoming to pedestrians.
- No new parking – Consistent with DTLA 2040's vision, the project would utilize available excess parking supply at LA LIVE and Convention Center parking facilities instead of proposing the development of a new parking structure.
- Redesigned Gilbert Lindsay Plaza – The mostly concrete Gilbert Lindsay Plaza would be renovated to be greener and serve as a park space for surrounding communities amid an area that is otherwise lacking in parks.

The project as presented in City Planning's staff report is vitally important for bolstering the City's economic prosperity and continuing to serve as an anchor community resource for the Downtown LA neighborhood – we request your support and timely approval. Thank you for your consideration.

Sincerely,

Jessica Lall
President & CEO
Central City Association of Los Angeles

Maria Salinas
President & CEO
Los Angeles Area Chamber of Commerce

CC: City Council President Nury Martinez
City Councilmember Gil Cedillo
City Councilmember Kevin de León
City Councilmember Curren Price

ARMBRUSTER GOLDSMITH & DELVAC LLP

LAND USE ENTITLEMENTS □ LITIGATION □ MUNICIPAL ADVOCACY

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February 24, 2022

VIA EMAIL

The Honorable City Planning Commission of the City of Los Angeles
200 N. Spring Street, Room 272
Los Angeles, CA 90012
Attn: Cecilia Lamas, Commission Executive Assistant
cpc@lacity.org

Re: Agenda items 7-10 (CPC-2018-6693-GPA-SP-SPP; ZA-2016-1381-PAB-PA1;
ZA-2009-3289-PAB-PA1; DIR-2008-2279-SPP-M3)

Honorable Commissioners:

We are writing on behalf of AEG in connection with the JW Marriott and Conference Center Expansion (Project), including the related amendments to the Los Angeles Sports and Entertainment District Specific Plan. The LASED has been unrivaled in the rebooting of downtown Los Angeles. A core reason is that over twenty years ago, the City determined that flexibility was required to build a thriving entertainment district, along with a vibrant atmosphere. Without a doubt signage has played a key role.

The Specific Plan itself recognizes this in Section 16.C, which states “The intent of this Specific Plan is to create a vibrant and animated entertainment district, with dynamic and creative signage, including many signs that are not otherwise permitted by the LAMC.”

But the story did not start with the adoption of the LASED in 2001. It began five years earlier with the Arena, and the agreements among the City, the former CRA and LA Arena Company, which became AEG. The rights to the Arena pole sign proposed for replacement as part of this Project were negotiated as part of the business deal with the City to cross promote the Convention Center, the Arena and LA Live.

Long before there were sign districts or even before specific plans provided signage rights, AEG obtained the right to this sign under its Disposition and Development Agreement and Reciprocal Easement Agreement with the City and CRA, and it was specifically entitled by a Signage Ordinance for the Arena. In fact, DDA Section 8.2 required AEG to install the pole sign on what was then a parking lot that eventually became LA Live. Further, the recorded REA granted AEG licenses for the two pole signs, including this one along the 110 freeway and another along the 10 freeway at the Convention Center.

The question before the Commission is not whether AEG should have the right to the sign—it has and will have that right. Rather, the question is whether AEG can improve the sign to be consistent with current design expectations and illuminance controls. If the replacement is not approved, it will not result in removal of the sign – instead, a sign that is almost 25 years old will just keep getting older. Rather than leave an outdated sign that does not meet today’s design standards, AEG has proposed at considerable cost to replace it with a more attractive sign that would be incorporated into the building architecture. We were pleased that the replacement sign received very favorable design comments from UDS and PVP.

The Honorable City Planning Commission of the City of Los Angeles

February 24, 2022

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The replacement sign is essentially the same size as the two LAFC signs the City recently approved. The sign would not be animated and would be subject to a 4-second refresh rate, consistent with state law. It would continue to advertise the Arena, as contemplated by the REA and DDA, as well as LA Live, Convention Center and Arena sponsors, as envisioned when the Specific Plan was adopted in 2001.

The Project also proposes to replace two existing freeway facing double-sided wedge signs, which have been allowed since 2007 when the City amended the Specific Plan for the JW Hotel and Conference Center, with wall signs built into the building. This freeway facing signage was an important component of those amendments for the hotel, part of the inducement to AEG to construct the hotel, and an important part of the overall signage concept to cross-promote the Arena and Convention Center.

The Planning Commission's 2007 determination letter concluded the LASED signage amendments "will allow for effective marketing of the Convention Center Hotel, "LA Live!", the Convention Center and Staples Center to local and out of town residents...The amendments also will tailor signage provisions to the proposed development. Expanded signage opportunities would be provided in some locations, primarily on the Convention Center Hotel and facing the Central Plaza and 110 Harbor Freeway." It also determined that "Adjustments are also necessary to ensure that the Convention Center Hotel has the signage rights needed to effectively market itself, along with the LASED, Staples Center, and the Convention Center."

Under the Project, these existing signs would be replaced with more attractive signs integrated into the architecture. These signs include only 230 sf (2.5%) more area than already allowed under the Specific Plan – an amount allowed by an adjustment – and are 15 feet higher than the existing signs only so that they can be integrated into the building, as opposed to the existing signs that are ground mounted. In short, the Project is merely requesting approval to replace and enhance the existing signage there today.

The Project also includes the replacement of a static sign with an LED display at the southwest corner of Figueroa and Olympic, which is part of a dynamic corridor within LA Live and the Convention Center district where animated signage has been found to be appropriate. The Specific Plan already allows a digital sign of roughly this size at this location within level 2 (35'-100' above grade). However, AEG believed it would be a better design to maintain the current sign shape and location, and so the Project includes an amendment to allow for the sign to extend to a lower elevation by about 13 feet, consistent with other Specific Plan provisions allowing digital signage below 35' along Figueroa in certain areas. This also would be at an elevation consistent with digital signage along Figueroa previously approved and again proposed as part of the Convention Center and Arena Sign District.

We respectfully request that the Commission adopt the Staff Report and honor the agreements and vision that have stood the test of time for the last two decades, while also allowing for better signs.

Sincerely,



David A. Goldberg

cc: Milena Zasadzien, DCP



Steve Cho, Chairman
Sheraton Grand DTLA
Grant Coonley, Vice Chairman
Hilton Los Angeles Airport
John Marko, Treasurer
Kawada Hotel
Ken Pilgrim, Immediate Past Chairman
The Westin Bonaventure

Mark Beccaria
Hotel Angeleno
Javier Cano
Ritz-Carlton & JW Marriott LA Live
Mark Davis
Hilton Los Angeles Universal City
Mark Eberwein
SLS Beverly Hills
Niles Harris
Intercontinental DTLA
Damien Hirsch
W Hotel West Beverly Hills
David Hutton
Courtyard Los Angeles/Century City
Peter Kolla
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Pacific Palms Resort
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1/26/2022

Los Angeles City Council
200 N Spring St
Los Angeles, CA 90012

**Re: Support for LACC and JW Marriott Expansion
CPC-2018-6693-GPA-SP-SPP**

Dear honorable members of the Council:

On behalf of our hundreds of member hoteliers, we write to respectfully urge you to support the proposed expansion of both the Los Angeles Convention Center and the JW Marriott Los Angeles L.A. LIVE. We join our colleagues at the LA Tourism and Convention Board in supporting this project on behalf of the hotel industry in the greater Los Angeles area.

As the tourism and lodging industries face significant headwinds as we seek to recover from the pandemic, to bring back quality hotel careers, and support local communities. This expansion is critical to the health of our city's economic environment. Conventions and business travel are the lifeblood of the lodging industry. It is also essential for establishing Los Angeles as the premier meeting and convention destination in the world.

The economic impacts for the city are profound. In 2019, professional meetings and conventions **generated \$23.6B in business sales, nearly \$1B in tax revenues, and produced 144,000 careers.**

The current supply of meeting space at the Los Angeles Convention Center is simply insufficient to meet market demand. In particular, LACC lacks adequate continuous meeting space and hotel inventory relative to other major group destinations. To aide in our industry's economic recovery and to restore Los Angeles as the premier destination for business and convention travel, **we strongly urge you to support the proposed expansion.**

Thank you for your thoughtful consideration,

Heather Rozman
President & CEO

ARMBRUSTER GOLDSMITH & DELVAC LLP

LAND USE ENTITLEMENTS □ LITIGATION □ MUNICIPAL ADVOCACY

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February 24, 2022

BY EMAIL

The Honorable City Planning Commission of the City of Los Angeles
200 N. Spring Street, Room 272
Los Angeles, CA 90012

Attn: Cecilia Lamas, Acting Commission Executive Assistant
cpc@lacity.org

Re: CPC-2019-4572-GPA-VZC-HD-SP-SN CEQA: ENV- ENV-2011-0585-EIR-ADD1; SCH No. 2011031049; CPC 2/24/22 Agenda; Item # 11

Honorable Commissioners:

We are writing on behalf of AEG in connection with the Convention and Event Center Expansion Project. Given the 25-year history of the efforts of the City and AEG to transform downtown, we would like to put a few issues into context. Today is not so much about allowing signage as it is a chance for the Commission to make signage better.

Background

When we started working on the Arena project, there were no sign districts and there was a Redevelopment Agency. The City, the Redevelopment Agency, and LA Arena Company (which became AEG) shared a vision.

Imagine if an arena and a sports and entertainment district had never been built. Twenty-five years ago, this area of downtown was one of the very top crime reporting districts in the City, none of us working downtown stayed after work, no one came downtown at night, and almost no one lived downtown. It was dark. But then we turned on the lights—literally and figuratively. We are sure you all agree that it worked—perhaps well beyond hopes and expectations.

This was a very complex transaction with agreements such as the Disposition and Development Agreement, a Reciprocal Easement Agreement, and an Arena Sign Ordinance—all interconnected and all contemplating the creation of an exciting vibrant sports and entertainment district. And all of these contemplated the very type of signage that is before you today.

The next step was the LASED Specific Plan that extended the vision—again with vibrancy and signage. This was followed with the Convention and Event Center Sign District, the amendment of which is before you today.

Sign District

Together these agreements and entitlements provided enduring rights that we ask the Commission to respect. It worked then and a generation later continues to work. But this Commission has the chance to make it better with improved signs by allowing existing signs to be updated to current standards and design.

The Honorable City Planning Commission of the City of Los Angeles
February 24, 2022
Page 2

We understand that the Commission may have concern with the volume of freeway signage. Option B represents the general volume and approach with the existing sign district when the Event Center was part of the project. Option A reflects a more modest proposal. However, given the importance of signage to the Convention Center itself, we believe the City should retain some optionality. Therefore, we would ask that the Commission allow both Options A and B but consider a reduction in the total digital display sign volume for Option B to 30,000 square feet.

Specific Plan

Finally, we ask the Commission to provide flexibility for off-site parking within 1,500 feet of the Specific Plan area with the type of provision that has worked for 20 years with LASED.

Requests

Based on the foregoing, we specifically request that the Commission:

1. Provide the right to replace signs conceived 25 years ago, for which there are vested rights, with those in line with the City's current practice on design.
2. Amend Section 7.C.1 Digital Displays Sign Area to limit Option B to 30,000 square feet in the Freeway-Edge Zone.
3. Add the following provision to the Specific Plan:

Parking required by this Specific Plan may be located at any location within the Specific Plan area or within 1,500 feet of the Specific Plan boundary by covenant, lease, license, or other arrangement to the satisfaction of the Director.

We respectfully request the Commission recommend that the Council approve the Specific Plan and Sign District ordinance with the above amendments.

Sincerely,



William F. Delvac

cc: Milena Zasadzien, DCP

1111 W. SUNSET BLVD MAJOR PROJECT DEPT.
I DO NOT LIKE THE COMMERCIAL TRAFFIC TO COME ONTO THE RESIDENTIAL
STREETS OF BEAUDRY AVE, ALPINE STREET AND WHITE KNOLL DRIVE.

- ① 5 DRIVEWAYS ARE PROPOSED MINUS TWO EXISTING AND TWO LOADING ZONES, THESE WILL TAKE AWAY STREET PARKING FROM VICTOR HEIGHTS.
- ② VAGUE TO THE DRIVEWAY WIDTHS AND THE HEIGHTS OF OPENING INTO BUILDINGS.
- ③ TRACTORS AND TRAILERS BELONG AT THE LOWER PART OF 1111 W. SUNSET BLVD.:
 - ON SUNSET BLVD.
 - ON BEAUDRY AVE FROM SUNSET TO BARTLETT STREET.
 - ON WHITE KNOLL FROM SUNSET TO MARVIEW.
- ④ WITH LOADING AREAS AND TURNAROUND SPACE FOR TRUCKS TO HEAD OUT OF DRIVEWAYS; THERE ARE LOUD BACK-UP BELL NOISES GOING INTO THE "R" ZONES:
 - ACROSS BEAUDRY AVE AT 808, 812-816, 818-820, 811-815,
 - ACROSS ALPINE ST AT 1109, 1117, 1119-1129, 1131, 843-845
 - ACROSS WHITE KNOLL AT 900, 906-908, 911-913, 843-845, 837, 817
 - ACROSS WHITE KNOLL ON MARVIEW AT 901-903
- ⑤ ACROSS 1111 SUNSET ARE DWELLING UNITS IN THE "C" ZONING:
 - AT 817 WHITE KNOLL DRIVE.
 - ON ALPINE AT 1041, 1037, 1031-1035.
- ⑥ THESE ABOVE ADDRESSES ARE MOST EFFECTED BY LOUD NOISES FROM TRAFFIC COMMERCIAL TRUCKING ON THE STREETS OF BEAUDRY AVE ALPINE STREET, AND WHITE KNOLL DRIVE; EFFECTED BY CONSTRUCTION ON THE BUILDING SITE.
- ⑦ THESE DWELLING UNITS ARE OLDER SFR, ONE AND TWO STOREY APTS. THEY CAN BENEFIT WITH ENHANCEMENTS AND IMPROVEMENT BY DOUBLE PANEL WINDOWS, ADDITIONAL INSULATION.
- ⑧ 1111 SUNSET BLVD IS A MAJOR PROJECT DEVELOPMENT IN LOS ANGELES CITY IN VICTOR HEIGHTS SUBDIVISION. THE CODE SECTION READ MAJOR PROJECT IS TO ENHANCE THE ADJUNCT NEIGHBORHOOD AND NOT DEGRADE THE NEIGHBORHOOD.
- ⑨ THESE HOMES OF VICTOR HEIGHTS, WILL FURTHER BE EXPOSED TO FURTHER NOISE FROM 1111 SUNSET'S DELIVERIES AND DROP OFF BY BIG COMMERCIAL TRUCKS COMING IN AND GOING OUT OF THEIR DRIVEWAYS ON BEAUDRY, ALPINE AND WHITE KNOLL.

BILL CHIN
836 N. BEAUDRY AVE #1

LA 90012

213-250 4826

FEB. 22, 2022

Received
2/22/2022
BY RECORD MGT.
RM 1450
Yes

Craig Lawson & Co., LLC

Land Use Consultants

February 23, 2022

BY EMAIL

The Honorable City Planning Commission of the City of Los Angeles
200 North Spring Street, Room 272
Los Angeles, CA 90012

Attn: Cecilia Lamas, Commission Executive Assistant
cpc@lacity.org

Re: CPC-2018-176-DB-BL-VCU-CU-MCUP-DD-SPR; ENV-2018-177-EIR, VTT-80315-1A

Dear Commissioners:

We represent 1111 Sunset Boulevard, LLC, the Applicant for the 1111 Sunset Project, located in the Central City North Community Plan area of Los Angeles ("Project Site"). The Project proposes two development scenarios—the Mixed-Use Development Scenario and the No-Hotel Development Scenario. Regardless of the development scenario, the Project would comprise a maximum of 1,019,034 square feet of floor area¹ or a floor area ratio equal to 3.78:1.²

We are excited to present this well designed Project to you which provides urgently needed new housing without displacing a single resident. We want to also acknowledge Planning Staff's hard work as evidenced by their detailed and thorough Staff Reports. With that said, we would respectfully request two minor corrections to the Conditions of Approval included in the City Planning Commission Report. They are:

- Condition 46.a:
 - Is currently written as "The area surrounding the tower podiums shall be landscaped in a manner that softens the buildings; appearance, by including taller plantings such as trees, greenscreens, or climbing vines, where applicable, in order to screen views of the tower."
 - We are requesting that it be amended to read "The area surrounding the tower podiums shall be designed with decorative murals or landscaped in a manner that softens the buildings; appearance, by including taller plantings such as trees, greenscreens, or climbing vines, where applicable, in order to screen views of the tower."

¹ These floor area numbers do not include approximately 110,336 square feet of floor area with the Elysian apartment building which is an existing building that is located on the Project Site, but not part of the Project and which includes a ground floor restaurant. When added into the floor area numbers the site's floor area ratio increases to 4.19:1.

² This number also includes approximately 24,052 square feet of unenclosed floor area located below Tower A (6,975 square feet), Tower B (6,153 square feet) and the Sunset Building (10,924 square feet).

Craig Lawson & Co., LLC

Land Use Consultants

- Justification: The use of decorative murals on the tower pedestals has been part of its design since the Project's inception. We request the ability to use murals and landscaping to soften the appearance of these pedestals.
- Condition 45.a:
 - Is currently written as "Public access to the approximately 20,925 square foot open space feature shall be unrestricted during business hours."
 - We are requesting that it be amended to read "Public access to the approximately 20,925 square foot open space feature shall be unrestricted from dawn to dusk."
 - Justification: This change is consistent with the EIR's analysis as evidenced FEIR RTC 4-13, page FEIR II-30 which described public access to the Hill as "generally publicly accessible from dusk to dawn". This terminology is also consistent with accessible open space requirements applied to other Downtown Los Angeles developments. We also feel it is easier to define dawn to dusk as generally starting the hour before sunrise and extending one hour past sunset.

Thank you very much for your considerations of these minor changes to the Conditions of approval. We appreciate your consideration of these changes and look forward to responding to any question you may have about these changes or the project in general.

Sincerely,



Jim Ries

Craig Lawson & Co., LLC



Planning CPC <cpc@lacity.org>

Re: Item No. 14 Agenda of City Planning Commission Meeting for February 24, 2022

Charles Rosin <charles.rosin@gmail.com>

Wed, Feb 23, 2022 at 10:02 AM

To: cpc@lacity.org

Dear President Millman and City Planning Commission Members:

Good morning -- I am sending this email and its attachment to support the position taken by Seth Lichtenstein on behalf of The Coalition for Coastal Development.

In addition to everything brought up by Mr. Lichtenstein, I would like to point out that you keep referring to The Venice Median as The Reese-Davidson-Project. Are you not aware that the name of this land grab was changed in OCTOBER once Arthur Reese's granddaughter, Sonya, demanded that the VCH remove his name from the project because, in part, of its "misleading descriptions?"

Please show more respect for the legacy of Arthur Reese than what was shown by VCH when it decided it would be good PR to name it after Venice's most prominent Black Forefather without contacting the family for permission. To this end, it's this callous and careless attitude of indifference and heavy-handedness that sums up why this community has been polarized for the past six years -- so change the name on your documentation from now on, okay?.

Respectfully,
Charles Rosin

--

Charles Rosin
310-880-7785

**let la planning commision 2.23.22.DOCX**

27K

***COALITION FOR SAFE COASTAL DEVELOPMENT
P.O. BOX 1185
VENICE CA 90294***

February 23, 2022

VIA ELECTRONIC MAIL

Hon. Samantha Millman and Members
Los Angeles City Planning Commission
200 North Spring Street
Los Angeles, CA 90012
cpc@lacity.org (Cecilia Lamas, Executive Assistant)

Re: Item No. 14 Agenda of City Planning Commission Meeting for February 24, 2022 (Reese Davidson Project, VTT-82288; ENV-2018-6667-SE; CPC-2018-7344-GPAJ-VZCJ-HD-SP-SPP-CDP-MEL-SPR-PHP; Council File Nos. 21-0829 and 21-0829-S1)

Dear President Millman and City Planning Commission Members:

On behalf of the Coalition for Safe Coastal Development, I write to direct the Commission members to the following link in the City Council File:
<https://cityclerk.lacity.org/lacityclerkconnect/index.cfm?fa=ccfi.viewrecord&cfnumber=21-0829-S1>. Click on "Communication From Appellant's Representative" dated February 1, 2022. Please review the three exhibits attached to the letter.

This letter in Council File 21-0829-S1 is an earlier version of the letter the Channel Law Group submitted to the Executive Assistant of the City Planning Commission yesterday morning (02-22-2022) for consideration by this Commission. The City Planning staff refused to accept the Channel Law Group letter yesterday morning because it included the three exhibits which made the overall length more than 10 pages (See footnote 2 to the Channel Law Group letter for discussion of the submission of a letter exceeding 10 pages.)

The Channel Law Group letter was rejected in an email stating that the City Planning staff would refuse to forward the full letter to the Commission to read due to a facially unreasonable and robotic application of this Commission's submittal rules.

Under what circumstances would the members of this Commission robotically apply its document submission rules if the City Planning staff failed to issue a notice of hearing in a timely fashion? That is what happened in this case.

The City Planning staff delayed until February 14, 2022 the issuance and publication of a notice for a hearing on February 24, 2022 related to the above-referenced Item 14 (Reese Davidson Project).

The Commission's Document Submittal Rules provide that Initial Submission of "unlimited" documents closes on the Monday before the week of the City Planning Commission's meeting. In this case, the City Planning staff did not give public notice of the scheduling of this hearing until the Monday of the week before the week of the City Planning Commission meeting.

Do the members of this Commission expect members of the public to drop everything and research and write comments and assemble exhibits within a couple of hours after the hearing notice was issued by the City Planning staff? Such suspect timing on the part of the City Planning Department appears calculated to prevent the submission of all materials a commenting member or organization might see fit to submit. It certainly had that effect yesterday morning.

Under what authority may the City Planning Department issue a hearing notice that has the effect to prevent submission of Initial Submission documents, and then continue to enforce the Commission's document submittal rules? To ask the question is to answer it. The City Planning Department has acted inappropriately in refusing to pass the full comment letter of the Channel Law Group on our behalf.

Accordingly, as the Commission members read the chopped off 10-page letter Channel Law Group was forced by City Planning staff to submit yesterday morning, if anyone is curious to review the exhibits that support that letter, they are found in the City Council file as indicated above.

We object to such prejudicial conduct by the City Planning staff to prevent full analysis of Item 14 on the Commission's February 24, 2022 meeting agenda.

Most sincerely,

A blue ink handwritten signature of Seth Lichtenstein.

4518CAF5B0D7438...
Seth Lichtenstein
President

February 23, 2022
VIA ELECTRONIC MAIL

Hon. Samantha Millman and Members
Los Angeles City Planning Commission
200 North Spring Street
LA, CA 90012
cpc@lacity.org

Re: Item No. 14 Agenda of City Planning Commission Meeting for February 24, 2022
(Reese Davidson Project, VTT-82288; ENV-2018-6667-SE; CPC2018-7344-
GPAJ-VZCJ-HD-SP-SPP-CDP-MEL-SPR-PHP; Council Files Nos. 21-0829 and
21-0829-S1)

Honorable Commissioners.

I'm writing in opposition to the proposed zone change and land use amendments for consideration. I am not against housing, I'm against projects that disregard the safety of current and future residents in a rush to build without proper mitigation of known existing threats.

At the last hearing, Commissioner Perlman alleged our concern for the environment was pure conjecture. Evidence is very much to the contrary. Mr. Perlman did not have knowledge of the hazards that were previously identified by city planning before State law AB1197 said never mind to CEQA. The hazards do not go away.

The City's own planning report cited the need for an environmental report in it's Initial Study prepared for The City of Los Angeles Department of City Planning by Eyestone Environmental for the applicants Venice Community Housing Corp. and Hollywood Housing Corp in December of 2018. In this study the following was cited and considered worth mitigation: (On record.)

The study concluded:

Potentially Significant Impact. Based on the analysis contained in this Initial Study, the Project could result in potentially significant impacts with regard to the following topics: aesthetics; air quality; cultural resources; geology and soils; greenhouse gas emissions; hazards and hazardous materials; hydrology and water quality; land use and planning; noise; public services (fire protection, police protection, schools parks and other public services); recreation; transportation/circulation; tribal cultural resources; and utilities (water, wastewater, and energy). As a result, these potential effects will be analyzed further in the EIR.

These known environmental risks need to be mitigated before moving ahead with this project. AB1197 should not apply to the non-residential components of this project, particularly the massive parking structure with automated lift parking, for which plans have not yet been publicly shared.

I am deeply opposed to the change of zoning to accommodate a project on a site that should never have been considered for such a development from the outset.

If this is truly about housing, why the need to change the zoning to “Neighborhood Commercial”? Why go beyond changing the existing open space to “Residential” zoning? This should be about the housing and only about the housing. My community is looking for housing solutions. We did not request a “community arts center” or a 68ft. lookout tower with a rooftop deck paying homage to the architect, rather than respecting the character of our community. How is a 68ft. looming tower in furtherance of supportive housing? It would be an unnecessary expense of money and space that could go to the immediate goal of helping house people.

If this is about housing, why the need to change the zoning to commercial? Why is it necessary to destroy the low income income homes of four longtime Venice Families?

We’ve always been open to alternate plans that would give us more housing for less money but that request of the City to share original RFP plans with the community has been denied through records requests.

We are an open, caring community that has been mislead and kept in the dark about elements of this project that effect us all.

Please do not approve this zone change.

Thank you-

Marjorie Weitzman
Venice Resident