

II. PROJECT DESCRIPTION

1. PROJECT APPLICANT

The Applicant for The Reef Project is PHR LA MART LLC (the “Applicant”). The Project is located at 1900 South Broadway, Los Angeles, CA 90007 (the “Project Site”).

2. PROJECT LOCATION

A. Project Site

The Project Site¹ consists of two full city blocks comprising approximately 9.7 acres bounded by Washington Boulevard on the north, Hill Street to the west, 21st Street to the south, and Main Street to the east, in downtown Los Angeles (see Figure II-1, Regional Vicinity and Project Location). Broadway bisects the Project Site into the East Block and the West Block (see Figure II-2, Aerial View of Project Site). The Project Site is occupied by the existing 861,162 square foot, 12-story plus basement Reef building (formerly known as the L.A. Mart, hereinafter referred to as The Reef), surface parking lots with approximately 1,100 parking spaces, and an approximately 11,150 square foot warehouse building.

B. Surrounding Land Uses

The Project Site is located in a heavily visited area south of downtown Los Angeles. The Project Site is in close proximity to the Metro Blue Line and the Metro Expo Line.

The Blue Line travels in a north-south direction between Long Beach and downtown Los Angeles, passing through South Los Angeles, Watts, Willowbrook, Compton, and Long Beach. The Expo Line is also a light-rail line that travels between downtown Los Angeles and Culver City, with service to Santa Monica planned to commence in 2015.

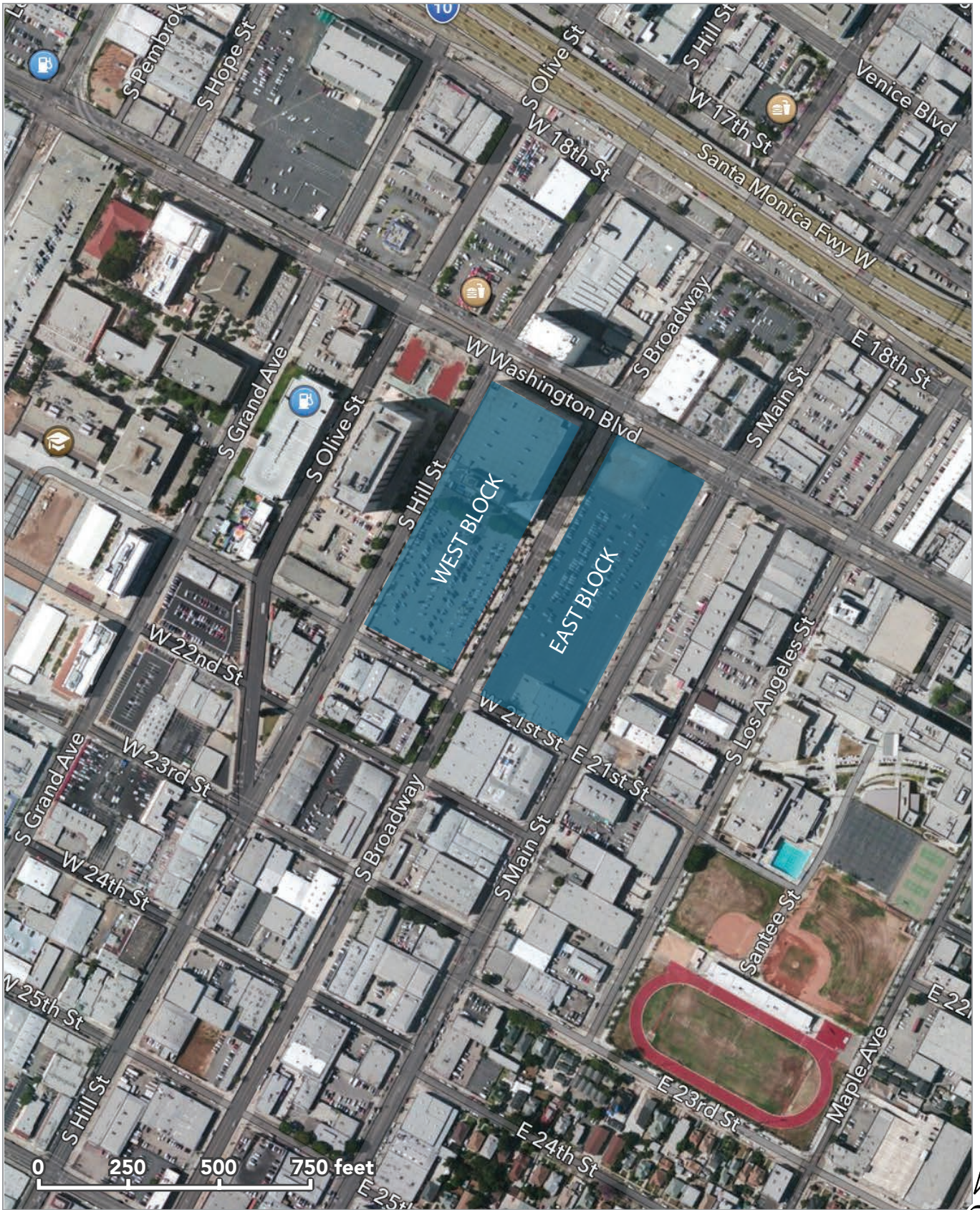
The Metro Blue Line runs along Washington Boulevard at the northern edge of the Project Site. The closest Blue Line station to the Project Site is the Grand station, located in the median of Washington Boulevard at Grand Avenue, which is located two blocks west of the Project Site. The closest Expo Line station to the Project Site is the 23rd Street station, located approximately one-third of a mile southwest of the Project Site. These rail lines provide further access to the rail transit and commuter rail systems serving the region.

The land uses within the general vicinity of the Project Site are characterized by a mix of low- to high-intensity commercial, institutional, and residential uses, which vary widely in building style and period of construction. The Los Angeles County Superior Courthouse (the “Courthouse”) is located immediately to the west of the Project Site across Hill Street. The Los Angeles Trade Technical College (the “LATTC”) campus is located one block further west, and it extends from Olive Street to Flower Street, south of

¹ The Project Site consists of the following Assessor Parcel Numbers: 5126-030-005, 5126-030-006, 5126-030-009, 5126-030-011, 5126-031-009, and 5126-031-010.



Source: PHR LA MART LLC., July 2014.



■ Project Site
Source: Mac Maps, June 2014.

Washington Boulevard. The approximately one block depth of the area north of the Project Site includes older commercial, industrial, and mixed-use buildings, along with surface parking lots. Buildings in this area are generally low-rise, one to two stories in height, with the exception of a mixed commercial use building located immediately to the north of the Project Site at 1836 South Hill Street, which is 12 stories in height, and a four story mixed retail and residential use building located across from the northeast corner of the Project Site at 183 Main Street. The Santa Monica Freeway (I-10) runs east-west approximately one block north of the Project Site. The area east of the Project Site contains low rise industrial and commercial buildings. The area immediately east of the Project Site contains a one-story industrial/warehouse building that is largely unoccupied, except for the L.A. Sports Museum, which houses a private collection of sports memorabilia that, at present, is not generally open to the public. The Santee Education Complex and Frida Kahlo Continuation High School are located one block east of the Project Site, east of Los Angeles Street and south of Washington Boulevard. The area to the south of the Project Site contains older commercial and industrial buildings, with a few mixed use buildings interspersed, and surface parking lots.

In addition, the L.A. Live entertainment complex and the Los Angeles Convention Center are located approximately one mile northwest of the Project Site. The South Park residential community of downtown Los Angeles is located approximately one-half mile north and northwest of the Project Site. The University of Southern California (USC) is located approximately two miles southwest of the Project Site. Mount St. Mary's University is located approximately one-half mile west of the Project Site. The downtown Financial District is located only two miles north of the Project Site. Figure II-1 above identifies the proximity of key uses.

C. Land Use Plans/Zoning

The Project Site is located in the Southeast Los Angeles Community Plan Area of the City of Los Angeles. The Project Site is located within the Council District 9 Redevelopment Project area, the Central City Parking area, the Downtown Housing Incentive area, the Central City Revitalization Zone, the Los Angeles State Enterprise Zone, and the Conditional Use Approval for Sale of Alcoholic Beverages Specific Plan area. The Community Plan designates the Project Site for Limited Manufacturing development. The Project Site is zoned M1-2-O (manufacturing zone with oil drilling overlay). The zoning of the northern portion of the West Block includes a "Q" condition that establishes development conditions for the West Block.

3. EXISTING USES

Existing development within the Project Site includes The Reef building, located at the northwest corner of the Project Site on the West Block, and an approximately 11,500 square foot warehouse building located at the southeast corner of the Project Site on the East Block. The remainder of the Project Site is occupied by surface parking lots containing approximately 1,100 parking spaces. Photos of existing uses on the Project Site are contained in Figures II-3 and II-4.

A. The Reef

The Reef building, constructed in 1958, is approximately 152 feet tall to the top of the main roof, including 12 stories and a basement. The building is mid-century modern in style and is of reinforced concrete construction with a flat roof. A tower element, which occupies approximately two-thirds of the south façade of The Reef (visible in Figure II-3, Views 1 and 2), extends to 194 feet in height.



View 1: View of The Reef building from Main Street with East Block parking lot in foreground.



View 2: View of The Reef building from Hill Street with West Block parking lot in foreground.



View 3: View of West Block parking lot from Hill Street.



PROJECT SITE

PHOTO LOCATION MAP

Source: EcoTierra Consulting, June 2014.



View 4: View of West Block parking lot from Hill Street.



View 5: View of The Reef Loading Dock Area.



View 6: View of existing warehouse building within Project Site at 111 W 21st Street.



PROJECT SITE
PHOTO LOCATION MAP

Source: EcoTierra Consulting, June 2014.

A mechanical penthouse, which extends to 220 feet, is located on top of this tower element (visible in Figure II-3, View 2). The building contains approximately 861,162 square feet of floor area and was originally constructed as a display showroom for wholesale sales of gift items, decorative accessories, furniture, art, and related interior design products.

The building has been in continuous operation as a wholesale market in downtown Los Angeles since its original construction. It was developed by the Los Angeles Home Furniture Manufacturers Association, which moved into the building that same year. It operated as the Los Angeles Home Furnishings Mart until 1975, when the Mart's management decided to emphasize gift showrooms and changed the building's name to the L.A. Mart. In 1972, Prudential Insurance purchased part of the Property and began operating there alongside the wholesale operations. In 2000, the Property was sold to Saddle Brook, N.J.-based Vornado Realty Trust, a real estate investment trust. The Applicant acquired the Property from Vornado in 2012.

The L.A. Mart building was renamed The Reef in 2013, and has evolved from a purely wholesale operation to a more diversified creative environment that also supports the design, rapid prototyping, production, sales, innovation, and exhibition of new products. The primary existing uses within The Reef can be categorized into three distinct but interrelated functional areas:

i) The L.A. Mart

The L.A. Mart is home to nearly 200 permanent year-round, residential, decorative accessory, and gift showrooms serving the retail and interior design industries. Occupying eight floors in The Reef building, the L.A. Mart is dedicated to showcasing a wide array of merchandise, including gifts, fine furniture and home décor, decorative accessories, tabletop items, stationery, collectibles, holiday and seasonal items, gourmet foods, floral and garden items, linens, paper products, bath and body items, fashion accessories, children's giftware, and handcrafted products. The L.A. Mart is not generally open to the public. Visitors must either be a licensed interior designer or have a valid reseller's license, although the L.A. Mart portion of The Reef building is open to the general public one day each month.

ii) Maker City LA

Maker City LA, a workspace for creative businesses, makers, and entrepreneurs, is housed on the 11th floor of The Reef building. Maker City LA provides workspace, tools of the trade, classes, events, and a collaborative environment in one location. Maker City LA includes facilities for use by the local community, including a media lab, co-work areas, a design and textile studio, and educational spaces.

iii) Magic Box

Located on the second floor of The Reef, the Magic Box plays host to productions for special events, trade shows, and expositions as well as for art, design, fashion, film, television, advertising, and the music industry. The Magic Box has played host to events that have showcased, among other things, holiday-related products, artisanal food and craft products and demonstrations, art and photography exhibits, and green design and living products and services. These events typically run two to four days in length and attract 3,000 to 7,000 attendees for two-day events, with up to 18,000 attendees at longer duration events.

In addition to these primary functions, the Los Angeles County Department of Children and Family Services ("DCFS") leases approximately 131,000 square feet (floors 5 and 6) within The Reef. This area is used for administrative purposes, and is not open to the public. In addition, DCFS leases approximately 20,000

square feet on the ground floor, which it uses as a public service center, with a public entrance located on Broadway. In addition, the Los Angeles County District Attorney leases approximately 10,000 square feet of office space within the building. These functions are expected to remain within The Reef at their current activity levels.

The building also contains a coffee bar/snack shop on the first floor that is ancillary to the other uses within The Reef. A loading dock is located on the west side of The Reef that accesses directly to Hill Street, and contains seven truck loading bays for on-load and off-load of products and materials used within The Reef. The loading dock will remain in its current configuration.

In addition, a 40-foot tall wood chair was installed in the parking lot in 2003. The chair is located south of the main entrance to The Reef on the West Block. The chair was sent to Los Angeles from the Chicago Merchandise Mart, where it had been a gift from Promosedia, an association of chair and table manufacturers in Manzano, Italy. The 24-ton chair stood outside the Chicago showroom in the summer of 2002 for the 35th annual NeoCon world trade show. It was removed prior to the winter to avoid weather damage, and shipped to Los Angeles the following fall.

Table II-1 summarizes the existing uses at the Project Site.

**Table II-1
Existing Uses**

Building	Use	Building Size (square feet)
The Reef	Wholesale/Showroom	579,063
	Mercantile/Event	69,705
	Office	212,394
	<i>Total</i>	<i>861,162</i>
111 West 21 st St	Warehouse/Distribution	11,150
Total Existing On-Site Development		872,312
<i>Source: Gensler, 2014</i>		

B. 111 West 21st Street

The building located at 111 West 21st Street contains approximately 11,150 square feet, and is currently used as a warehouse, storage and distribution facility for a fabric company. This building will be demolished as part of the Project.

C. Surface Parking Lots

The remainder of the Project Site, approximately 7.5 acres, is occupied by surface parking lots containing approximately 1,100 automobile parking spaces that serve the current operations and activities at The Reef.

4. PROJECT CHARACTERISTICS

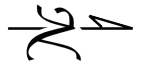
The Project consists of modifications to The Reef building, and construction of new development on the remainder of the Project Site currently occupied by surface parking lots. The resulting development after completion of the Project is shown in Table II-2. The site plan for the Project is shown in Figure II-5. The site plan illustrates how the Project will be configured, including the proposed uses, location of the buildings and open spaces, massing, and orientation of the buildings on the Project Site. Should the property owner request modification of the site plan, the Design Guidelines, discussed in Section 6. Land Use Equivalency Program and Design Guidelines, below, allows the City to consider other potential site layouts, subject to the City's Site Plan Review Process discussed below, and set forth in its entirety in the Land Use Equivalency Program Technical Report in Appendix II-1 to this EIR.

The Project's land use applications, and the approvals being requested from the City, are based on the land uses and development densities set forth in Tables II-2 and II-3 below. The uses described in the development summary table that have been analyzed in this EIR are based on maximum allowable site densities, the requested Project land uses, defined building envelopes providing height limitations, setbacks, and related urban design parameters. Should the property owner request modification of the land uses in the Project, the Land Use Equivalency Program, discussed in Section 6. Land Use Equivalency Program and Design Guidelines, below, allows the City to consider other potential combinations of land uses with impacts no greater than those of the Project, subject to the City's Site Plan Review Process discussed below, and set forth in its entirety in the Land Use Equivalency Program Technical Report in Appendix II-1 to this EIR.

The Project would also include a Signage Supplemental Use District ("The Reef Project SUD"), which is discussed in detail in Section 5. Supplemental Use District for Signage, below. The Reef Project SUD (also, "Sign District") would permit innovative and vibrant signage that would enhance business and retail visibility, strengthen the economic base, and expand market opportunities for the existing businesses located within The Reef, and for proposed commercial uses. The specially tailored signage regulations would advance the goal of revitalizing this area. The Sign District complements the Project's pedestrian-friendly design near a major transit center. The Sign District would act as a medium to promote more creative displays at street level and above, while at the same time providing retail, restaurant and office tenants with additional incentives for locating their businesses within the Project. In the same way as retail and office tenants will be drawn to the Project, the interest of visitors, tourists and residents alike would be piqued by the range of unique and innovative signage displays that the proposed Sign District would permit. The Sign District would establish illumination and animation standards and would address freeway facing signage with approved guidelines. As discussed in detail in Section 5. Supplemental Use District for Signage, below, The Reef Project SUD would establish the maximum square footage and coverage of signs, provide for commercial advertising standards, and establish illumination and animation standards to properly limit and regulate integral electronic displays. The Reef Project SUD sets forth requirements governing the allowable sign types, locations, hours of operation, and type of animation or controlled refresh for new signage.



Source: Gensler + P-A-T-T-E-R-N-S, May 2014.



A. Modifications to The Reef Building

Under the Project, The Reef building would be expanded by up to 8,000 square feet of new restaurant and outdoor space (that could also accommodate events) on the rooftop of the existing building. These additions would be constructed on top of the main roof (152 feet) and adjacent to the existing tower element, which is approximately 194 feet in height. Accordingly, the proposed additions would occupy the space between 152 feet and 194 feet in height, and would not increase the overall height of The Reef building (194 feet). The total height of The Reef is approximately 220 feet to the top of the mechanical penthouse. As the addition would be set back within the roof area, it would be only marginally visible from the surrounding area. The restaurant and outdoor space would accommodate outdoor entertainment, as well as special events, which could include music.

In addition, to accommodate the ongoing evolution of The Reef to support design, collaboration and development of new products, up to 180,000 square feet of the space within the existing building that is currently used for wholesale/showroom operations may be reconfigured into creative office space. Finally, on the ground floor, up to 30,000 square feet of existing floor area may be converted to: (i) 20,000 square feet of retail space; and (ii) 10,000 square feet of restaurant space to support the design, development, manufacturing, distribution, and exposition functions that locate in The Reef in the future, as well as providing the same services to the public.

B. New Development

The Project involves the demolition of the 111 West 21st Street building, and the removal of the existing surface parking lots and the construction of a new mixed use development containing approximately 1,664,000 square feet of residential, hotel, retail/restaurant, grocery store, gallery, and fitness center uses. The new development would be designed to provide an urban center with opportunities for people to live, work, and visit in this area of downtown Los Angeles, with supporting services, entertainment venues, and public spaces. This new development would be constructed on both the East and West Blocks and would be phased to ensure uninterrupted operation of the existing uses within The Reef. Figure II-6 shows a conceptual aerial rendering of the new development on the Project Site.

i) West Block

Initial construction would likely take place on the West Block and would include construction of a new hotel with up to 208 rooms, along with seven live-work units along the southeastern edge of the West Block, 100 rental residential units, and an eight-level above-grade parking structure at the southwest corner of the West Block containing at least 1,158 parking spaces, with retail uses located at the ground level along Hill Street and 21st Street. The hotel would be up to 20 stories, 240 feet in height, and would include an outdoor swimming pool, which may include outdoor entertainment and music. The top level of the parking structure may also include outdoor entertainment uses and music. The parking supply provided in the parking structure would be sufficient to satisfy the parking required for effective operation of The Reef, as well as satisfying the parking requirements for the hotel, commercial and residential uses that would be located on the West Block. The residential units would be located in a single building up to 88 feet in height.



Source: Gensler + P-A-T-T-E-R-N-S, July 2015.



Source: Gensler + P-A-T-T-E-R-N-S, June 2014.

In addition, a public mid-block paseo (also called “The Exchange”, see Figure II-5), with adjoining retail, restaurant, and gallery uses, would be constructed just south of the entrance to The Reef across the full width of the West Block between Hill Street and Broadway, which then connects to the East Block to provide full pedestrian access through the Project Site from Hill Street to Main Street (see Figure II-7). The gallery would include 17,507 square feet, and would be open to the public. The gallery would be designed to host local, national, and international exhibitions and expositions, adding a new cultural amenity to the area. This area would provide convenient pedestrian access from both Hill Street and Broadway, as well as connecting with the main entrance to The Reef, and would include café and outdoor seating, event space, and a seating island, along with open space and extensive landscaping to provide a pleasant pedestrian and visitor experience. The public open space (e.g., The Exchange and other areas that would be open to the general public) would also accommodate outdoor entertainment uses, as well as special events, which could include music.

ii) East Block

Construction on the East Block would include two high-rise towers containing residential condominium units that would be located on the northeast and southwest corners of the block (Figure II-6). These buildings include the North Tower (32 stories, up to 388 feet in height), and the South Tower (35 stories, up to 420 feet in height), which together would contain up to 895 new housing units. Up to 428 residential rental units and 14 live/work units would be provided in low- and mid-rise (3 to 7 story, up to 88 feet in height) buildings to be constructed on the remainder of the East Block. The residential uses would provide amenities including swimming pools, fitness center, community rooms and open space. The East Block would include at least two swimming pools. The public open space and the swimming pools would allow for entertainment uses, as well as special events, which could include music.

A public mid-block paseo (also called “The Strand”, see Figure II-5), which would match the corresponding facility located on the West Block, containing retail and restaurant uses, a grocery store, and a fitness center, would be a prominent feature of the development on the East Block. Together with the corresponding facility within the West Block, this mid-block paseo would provide a central pedestrian courtyard area extending from Hill Street to Main Street through the Project Site. The paseo is designed to be the Project’s primary gathering space, and would include an upper public terrace that would provide café and outdoor seating, a performance space with amphitheater style seating, open space and landscaping. A signalized pedestrian crossing would be provided on Broadway to facilitate pedestrian circulation between the West Block and the East Block, within the Project Site (there is an existing signalized pedestrian crossing at this location). Uses to be provided within the commercial area of the East Block potentially include a pharmacy, grocery store, and other community-serving uses, in addition to restaurant and specialty retail uses.

Parking for the new development on the East Block would be provided in an up to four-level subterranean parking structure that would provide up to 1,354 spaces. This parking would serve all of the proposed uses on the East Block, including the residential, commercial, and grocery store uses within the East Block, as well as providing additional parking for special events at The Reef. The Project would also include pedestrian circulation improvements on Washington Boulevard, Hill Street, Main Street, and Broadway and improved pedestrian connections to the Metro Blue Line Grand station. Table II-2 provides a summary of the uses to be included within the Project. Changes in the levels of development on the Project Site that would occur under the Project are shown in Table II-3.

**Table II-2
Proposed Uses**

Building	Use	Building Size	Change from Existing
The Reef	Wholesale/Showroom	369,063 sf	-210,000
	Mercantile/Event	69,705 sf	-0-
	Office	392,394 sf	+180,000
	Restaurant	18,000 sf	+18,000
	Retail	20,000 sf	+20,000
	<i>Total</i>	<i>869,162 sf</i>	<i>+8,000</i>
New Development	Residential (Apartment)	528 units	+528
	Residential (Condo)	895 units	+895
	Residential (Live/Work)	21 units	+21
	Retail	40,045 sf	+40,045
	Grocery Store	29,355 sf	+29,355
	Restaurant	27,657 sf	+27,657
	Hotel ^a	208 rooms	+208
	Gallery	17,507 sf	+17,507
	Fitness/Gym/Yoga Studio	7,879 sf	+7,879
<i>Source: Gensler, 2014; Sf=square feet</i>			
^a <i>Hotel includes 10,162 sf of assembly (i.e., meeting room and ancillary) space.</i>			

**Table II-3
Net New Development**

Use	Change
<i>Uses Added</i>	
Residential (Apartment)	+528 units
Residential (Condo)	+895 units
Residential (Live/Work)	+21 units
Hotel	+208 rooms
Office	+180,000 sf
Retail	+60,045 sf
Grocery Store	+29,355 sf
Restaurant	+45,657 sf
Gallery	+17,507 sf
Fitness/Yoga Studio	+7,879 sf
<i>Uses Removed</i>	
Wholesale/Showroom	-210,000 sf
Warehouse/Distribution	-11,150 sf
<i>Source: Gensler, 2014</i>	

C. Design and Architectural Features

Subject to Design Guidelines, as outlined below, the Project would be designed in a modern vernacular with distinctive architecture designed to connect thematically to the design and creative businesses located within The Reef. The Project would incorporate varying materials and architectural styles to promote visual interest in the Project Site, which is presently occupied primarily by surface parking lots. Except for the rooftop addition and the inclusion of signage on the building, the appearance of The Reef would remain similar to its current appearance. The rooftop addition would be constructed between the top of the existing roof and the top of the existing tower element, and would be set back from the edges of the building. As such, this structure would not be visually prominent within the context of the building mass of The Reef. The Project would include architectural features, such as planters, storefront, balconies, outdoor plazas and other articulated elements on the exterior façade. Wireless Telecommunications Facilities, including satellite and microwave dishes, antennas, and cellular facilities, would be screened from adjacent street level views by raised building parapet walls.

New development would be provided within a contemporary, urban setting providing a convenient, pedestrian friendly, mixed-use Project to the surrounding community. Project buildings and related features would consist of contrasting, but complementary colors, building plane variations, a variety of building materials, planters and other landscape elements to create visual interest. Multiple surface reliefs and architectural extensions are incorporated into the buildings' façades, including the parapets and rooflines. The Project would be designed to provide substantial and striking visual interest, since the buildings vary in height, bulk and massing and provide vertical elements with multiple-story towers, and multiple low- and mid-rise residential buildings. Furthermore, the Project would include retail and or restaurant uses along Broadway, Washington Boulevard, Hill Street, 21st Street and Main Street, with Broadway as the primary pedestrian-oriented area.

The ground level of nearly all of the buildings would provide pedestrian links to the surrounding community, as well as to the interior public common areas of the Project. Multiple access points and a mix of landscaped public and private open space, including several large courtyards, gathering places, and passageways, would connect and integrate all elements of the Project. The Project would invite the surrounding community to enjoy the significant amount of common open space, by providing a mid-block paseo connecting Hill Street to Main Street.

The two high rise residential towers would be visually prominent in this area of downtown, as a result of both their height and distinctive design. The remainder of the development would be consistent with or lower than the height and mass of other buildings located in the area surrounding the Project Site. The new buildings would be visible from LATT, the Courthouse and parts of downtown Los Angeles, from the Metro Blue Line and Expo Line, and by drivers on Washington Boulevard, Main Street, Hill Street and Broadway and Interstate 10.

D. Access and Parking

Access to the Project would be designed to be pedestrian-friendly and promote pedestrian access to the Project from the nearby rail transit station, the Grand station of the Metro Rail Blue Line, located one block west of the northwest corner of the Project Site. Pedestrian amenities, including minimum 15-foot sidewalks, landscaping and setbacks would be provided along Washington Boulevard, Broadway, and Main Street. The Project would maintain the existing 20-foot wide sidewalks on Hill Street, Washington Boulevard and Broadway adjacent to The Reef. Both sides of Broadway through the Project Site would be designed to provide for an enhanced pedestrian experience with particular emphasis on the mid-block crossing located at the center of the East and West blocks. This area would provide appropriate

signalization, at least 20-foot wide sidewalks, and entryways set back from the sidewalk that provide welcoming entrances into the Project at these locations. A substantial portion (approximately 20%) of the Project Site would include landscaped courtyards and pathways and other open space features that connect the uses within the Project to establish a pedestrian-oriented environment through the Project Site and within the Project vicinity. With this design, the Project would provide a nearly seamless crossing from the Courthouse on the west (Hill Street) to the Sports Museum on the east (Main Street), which would serve to activate the entire Project Site and avoid dangerous and unproductive pedestrian dead zones.

Parking for the Project would be provided in a combination of above ground (West Block) and subterranean (East Block) structures. Currently 1,100 parking spaces are being provided for the existing uses located in The Reef. With the bicycle parking requirement reduction allowed by the LAMC, the required parking for The Reef uses would be reduced to 770 spaces. The required parking for new uses pursuant to the LAMC is 2,222 spaces. With the bike parking reduction, and reduction in parking requirement for uses located near transit, the Project would be required to provide 1,742 spaces for new uses. The total Code requirement for the Project would be 2,512 spaces. The Project would include at least 2,512 parking spaces for the uses in the existing Reef building, and the proposed uses.

Vehicle access to the underground parking structure on the East Block would be provided from Main Street and 21st Street. Vehicular access to the parking structure on the West Block would be provided from Hill Street, Broadway and 21st Street. No automobile access would be provided from Washington Boulevard.

The loading area for The Reef would remain in its current location on Hill Street. Service vehicles for the new development on the West Block would enter the West Lot from Hill Street and would exit the West Lot from Broadway and make a right turn towards 21st Street. Service vehicles would enter the East Lot from Main Street and would exit the East Lot from 21st Street and make either a right or left turn.

E. Bicycle Parking

To encourage and facilitate the use of public transportation and bicycle use by employees, residents, and visitors, the Project would include approximately 302 short-term and 1,604 long-term bicycle parking spaces. The bicycle parking spaces would be separated into multiple locations with the Project Site to encourage the use of bicycles, not only by Project residents, employees, and visitors, but also by individuals who use the nearby transit system. A bike valet will be provided at the hotel to serve all Project visitors. The Project will also provide locker facilities and showers for cyclists' use.

F. Land Use Plans/Zoning

Project land uses as proposed would not be consistent with the existing General Plan land use designation and zoning of the Project Site. Accordingly, the Applicant has requested a General Plan Amendment to amend the adopted Southeast Los Angeles Community Plan land use designation for the Project Site from Limited Manufacturing to Community Commercial. The Applicant also seeks a Vesting Zone Change for the Project Site from [Q]M1-2-O and M1-2-O to C2-2-O. These changes will result in the entire parcel being singularly zoned for the mix of uses that would be included in the Project.

G. Equivalency Program

In order to allow for changes in the Project in the future to respond to changing market conditions, a Land Use Equivalency Program is included as part of the Project that is designed to establish a set of rules for land use exchanges that would be permitted within the Project in the future. The Land Use Equivalency Program would be used in coordination with the Project Description, as set forth above, to calculate permitted changes in the Project's land uses after approval. The Land Use Equivalency Program is analyzed in the EIR and would be adopted as part of the project approvals. The Land Use Equivalency Program includes a discretionary site plan review process, which includes additional environmental review, and must be followed in the event that changes to the Project using the Land Use Equivalency Program are proposed after Project approval. The Land Use Equivalency Program is described in detail in Section 6. Land Use Equivalency Program and Design Guidelines, below.

H. Operations/Security

The Project would operate 24 hours per day. Business hours for commercial operations would likely be within the range of 8:00 a.m. to 2:00 a.m., depending on the requirements of the individual business. The Project would include security features including, but not limited to, controlled access to residential areas, video surveillance, and an on-site security force.

I. Communication Facilities

Wireless Telecommunications Facilities, including satellite and microwave dishes, antennas, and cellular facilities could be located on the rooftop of The Reef building, the hotel building, and on the two high-rise buildings.

J. Project Signage

The Project would include The Reef Project SUD, which is described in detail in Section 5. Supplemental Use District for Signage, below.

K. Lighting

Project lighting would be wall mounted or ground mounted, directed downward, and shielded away from adjacent uses. Building security lighting operated by an energy management system would be used at all entry/exits and would remain on from dusk to dawn, but would be designed to prevent light trespass onto adjacent properties. Other light sources associated with the Project would include interior building lighting, street lighting, parking garage lighting, and lighted signage.

L. Open Space and Landscaping

As discussed above, the Project would provide public amenities such as open space, street trees, tree well covers, outdoor seating, bike racks, and trash receptacles. Per Section 12.21G of the LAMC, the Project is required to provide approximately 162,250 square feet of open space (1,444 total units [984 Units @100 sf + 333 Units @ 125 sf + 127 Units @175 sf] = 162,250 sf). The Project would meet the LAMC open space requirement, as shown in Table II-4, by providing 162,255 square feet of open space, of which 73 percent would be common open space and 27 percent would be private open space. Common open space includes areas that are fully open to the public, while private open space encompasses areas that would only be open to Project residents. The common open space would be landscaped, and would consist of

the mid-block paseo that would connect Hill Street to Main Street, other public open space areas, and resident-serving open space areas.

Table II-4 Project Open Space	
OPEN SPACE AREA	PROPOSED AMOUNT
Common Open Space Level 1	38,418 sf
Common Open Space Level 2	70,567 sf
Neighborhood Meeting Rooms	1,600 sf
Residential Recreation Rooms	7,879 sf
TOTAL COMMON OPEN SPACE PROPOSED	118,464 SF
Private Open Space Level 2	6,463 sf
Private Open Space Level 6	24,585 sf
North Tower Terrace	3,643 sf
North Tower Balconies	6,650 sf
Apartment Balconies	2,450 sf
TOTAL PRIVATE OPEN SPACE PROPOSED	43,791 SF
TOTAL OPEN SPACE REQUIRED	162,250 SF
TOTAL PROPOSED OPEN SPACE	162,255 SF
<i>Source: Gensler, 2015.</i>	

In addition, at least 25 percent (29,616 square feet) of the common open space is required to be planted with ground cover, shrubs, or trees. The Project would meet this requirement as shown in Table II-5.

Table II-5 Project Common Open Space Planting	
COMMON AREA	PROPOSED PLANTING
Level 1	5,335 sf
Level 2	24,289 sf
COMMON SPACE PLANTING REQUIREMENT	29,616 SF
TOTAL PROPOSED OPEN SPACE PLANTING	29,624 SF
<i>Source: Gensler, 2015</i>	

In addition to the requirements listed above, the Project is required under the LAMC to plant one tree for every four residential units, which requires the planting of 361 trees. Because of the availability of space within the Project Site for tree planting, coupled with planting requirements, the Project Site can only accommodate the planting of approximately 289 trees (83 in tree wells in the parkways along the Project Site's perimeter, and 206 elsewhere within the Project Site). Accordingly, the Applicant has requested a variance from the tree planting requirement.

M. Green Building and Sustainability

The Project's proximity to public transportation and services would aid in reducing vehicle miles traveled for employees, residents and visitors. The Project Site is currently served by Metro buses and the Metro Blue Line. The Project would also promote other alternative transportation modes, including bicycle and

walking trips. The Project's infill location would promote the concentration of development in an urban location with extensive infrastructure, which reduces the carbon footprint of the Project.

The Project will be designed to meet the Leadership in Energy and Environmental Design (LEED) Green Building Rating System standards to reduce energy consumption. The LEED rating system was developed by the United States Green Building Council (USGBC) and provides standards for environmentally sustainable construction. LEED was created to accomplish several goals, including defining "green building" by establishing a common standard of measurement.

LEED rated buildings use key resources more efficiently when compared to conventional buildings built only to California Green Building Code (CalGreen) Title 24 standards. The USGBC has compiled a long list of benefits of implementing a LEED strategy, which ranges from improving air and water quality to reducing solid waste. It is also important to note that these benefits are reaped by anyone who comes into contact with the project including owners, occupants, and society as a whole. New buildings rated under USGBC perform, on average, 25 to 30 percent better than non-rated buildings in terms of energy use.

The Project has committed to the following design features that are in addition to those required by codes and ordinances for The Reef project:

- High Efficiency Toilets with flush volume of 1.0 gallons of water per flush;
- Kitchen Faucets with flow rate of 1.5 gallons per minute or less;
- High Efficiency Clothes Washers (Residential) – water factor of 4.0 or less;
- Waterless Urinals;
- Showerheads with flow rate of 1.5 gallons per minute or less;
- Rotating Sprinkler Nozzles for Landscape Irrigation – 0.5 gallons per minute;
- Drought Tolerant Plants – 70% of total landscaping;
- High Efficiency Clothes Washers (Commercial) – water factor of 4.5 or less;
- Cooling Tower Conductivity Controllers or Cooling Tower pH Conductivity Controllers;
- Water-Saving Pool Filter;
- Leak Detection System for swimming pools and Jacuzzis;
- Drip/ Subsurface Irrigation (Micro-Irrigation);
- Micro-Spray;
- Proper Hydro-zoning (groups plants with similar water requirements together);
- Zoned Irrigation;
- Water Conserving turf (3,325 square feet of turf with 0.7 plant factor);
- Deep Infiltration Wells – captures first-flush stormwater, removes particulate pollutants and some soluble pollutants, and contributes towards recharging groundwater;
- Mechanical pre-treatment systems to provide some level of runoff contaminant removal;
- Pervious Pavements in areas that are not above subterranean parking – captures runoff by allowing stormwater to pass through the pavement surface and then infiltrate into the groundwater basin.

N. Construction, Grading, and Phasing

The Project would be constructed over approximately 60 months. Construction of the West Block, including demolition, grading, and construction, is expected to require approximately 30 months, while construction of the East Block, including demolition, excavation, and construction, would require

approximately 32 months. Construction of the East Block would not begin until the parking structure on the West Block is complete and open. Construction activities on the East Block and West Block could overlap by a few months once the parking structure is open, but finishing activities on the West Block are not yet complete. Demolition of the existing parking lot on the West Block could begin as early as 2016, with completion projected by the end of 2021. The Project will require a haul route permit and could require the net export of up to 400,000 cubic yards of material from the Project Site. The likely haul route for the project would utilize Washington Boulevard and Main Street to access the Santa Monica Freeway, with exported materials disposed at the Puente Hills landfill in Whittier, Bradley Landfill and Recycling Center in Sun Valley, and/or the Atkinson Brickyard site in Compton.

5. SUPPLEMENTAL USE DISTRICT FOR SIGNAGE

The Reef Project SUD is designed to promote visual interest in the area of the Project Site, which has the potential to lead to further demand for the area as a desirable location for housing, offices, business, retail, and industry, and to encourage activities that promote the area as an active, 24-hour environment for residents and visitors.

The Reef Project SUD would permit six modern, energy-efficient (i.e., light emitting diode (LED)) signs that would be used for on- and off-site signs. Specifically, these signs would be permitted on: (i) the north, east and west faces of The Reef building; (ii) the north and east faces of the North residential tower; and (iii) the north face of the South residential tower. In addition, the proposed hotel building would have digital tenant identification signage on all four sides of the building. It would establish illumination and animation standards and would address freeway facing signage with approved guidelines. The Reef Project SUD would establish the maximum square footage and maximum coverage of signs, provide for commercial advertising standards, and establish illumination and animation standards to properly limit and regulate integral electronic displays. Signage regulations set forth in The Reef Project SUD would establish criteria for both opportunities and constraints of new identity elements of the Project. The Reef Project SUD sets forth requirements governing the allowable sign types, locations, hours of operation, and type of animation or controlled refresh for new signage. The following is a description of the permissible signage and definitions applicable to the Project through The Reef Project SUD.

A. Permitted Signs

The proposed Reef Project SUD lists permitted sign types, which would include: Aerial View Signs; Architectural Ledge Signs; Banner Signs; Building Identification Signs; Channel Letters Signs; Electronic Message Display Signs; Freeway Edge Signs; Ground Mounted Signs; Plaza Tower Signs; Projected Image Signs; Projecting Signs; Roof Signs; Supergraphic Signs; Temporary Signs; Tenant ID Signs; Wall Murals; Wall Signs; Wayfinding Signs; and Window Signs. All of these signs would be permitted in non-animated form. Animated signs would be permitted for Electronic Message Display Signs; Ground Mounted Signs; Plaza Tower Signs; Projected Image Signs; Projecting Signs; Roof Signs; Supergraphic Signs; Temporary Signs; Tenant ID Signs; and Wall Signs. Animation would not be permitted for the remaining Sign types.

B. Sign Zones

The Reef Project SUD establishes five Sign Zones (see Figure II-8). These include:

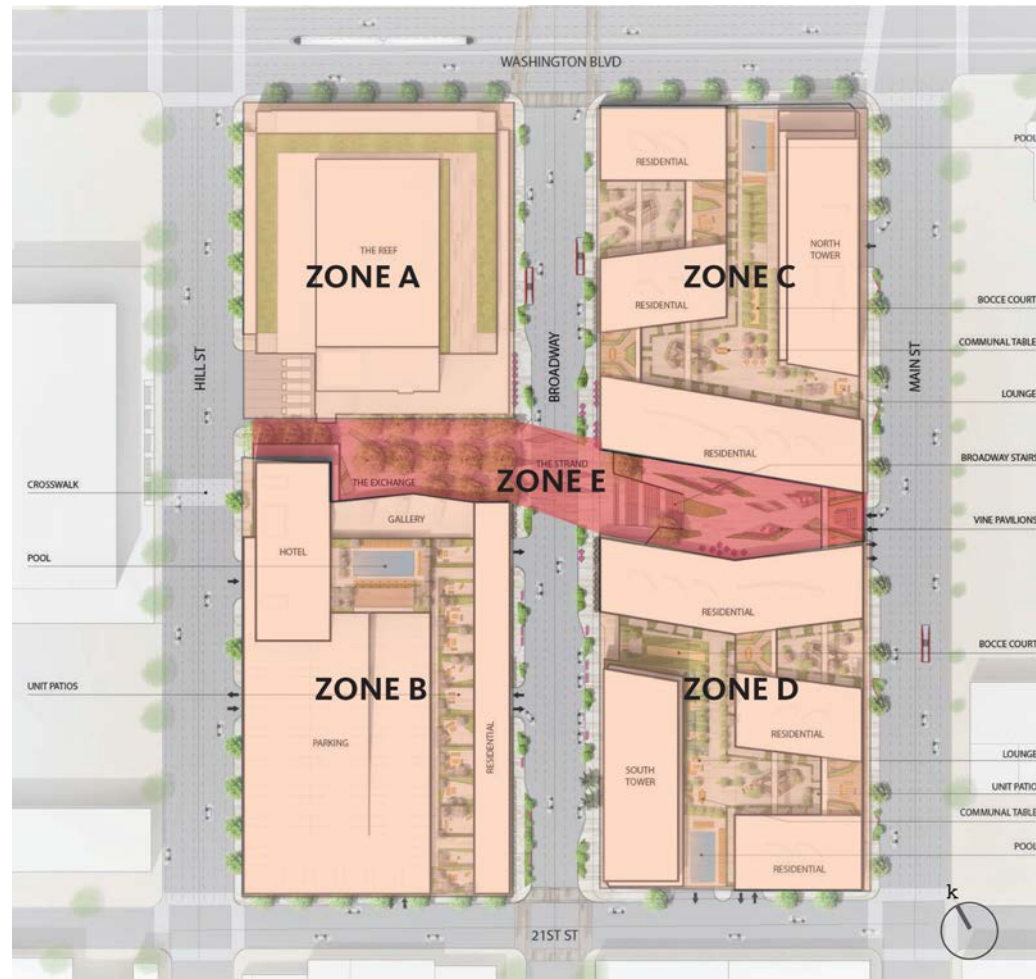
- **Zone A:** The area containing the existing Reef Building.

- **Zone B:** The southern portion of the West Block, not including the plaza/paseo area, including the hotel, parking structure, street level retail, live/work units, and podium level residential.
- **Zone C:** The northern portion of the East Block, not including the plaza/paseo area, including the North high-rise residential tower, podium level residential, street level retail, and street level grocery.
- **Zone D:** The southern portion of the East Block, not including the plaza/paseo area, including the South high-rise residential tower, podium level residential, and street level retail.
- **Zone E:** The plaza/paseo areas on both East and West Blocks, including street level retail, street level amenities, and podium level residential.

C. Vertical Sign Zones

The Reef Project SUD area would be divided into three Vertical Sign Zones (see Sign Elevations 1 through 6, Figures II-9 through II-14). The purpose of the Vertical Sign Zones is to address different sign viewing distances, including pedestrian views from street level, pedestrian views from a distance, views from surrounding areas, and views from vehicles. The Vertical Sign Zones would be applicable to Permitted Signs in The Reef Project SUD and would include the following:

- **Vertical Sign Zone 1:** Applicable to all signs located at street level, defined as 0 foot to 25 feet above grade;
- **Vertical Sign Zone 2:** Applicable to all signs located between 25 feet and 75 feet above grade.
- **Vertical Sign Zone 3:** Applicable to all signs located above 75 feet above grade to the top of the building.



Source: Gensler, May 2015.

THE REEF
 TOTAL FACADE AREA: 39,516 SF
 ILLUSTRATED SIGN AREA: 23,050 SF (56%)

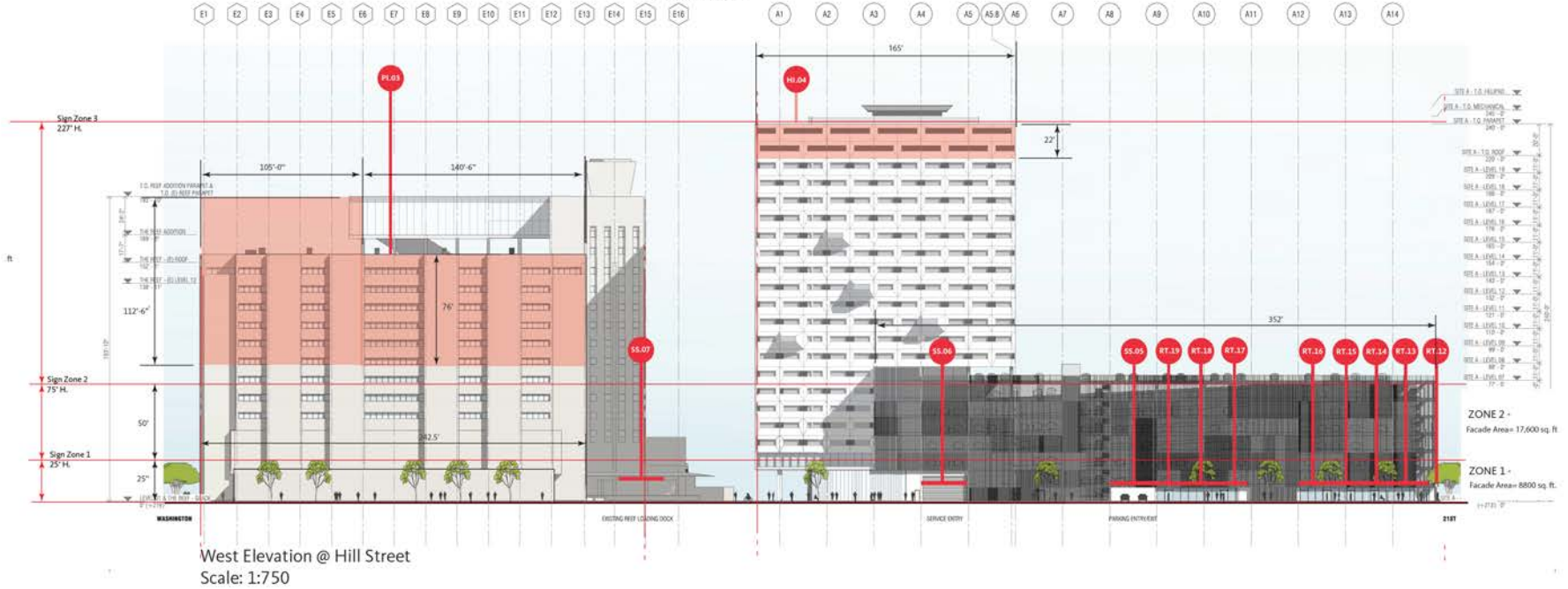
HOTEL TOWER
 TOTAL FACADE AREA: 40,080 SF
 ILLUSTRATED SIGN AREA: 3,630 SF (9%)

Zone A
 EXISTING BUILDING TO REMAIN

Zone E

Zone B

Pedestrian
 Linkage/Paseo

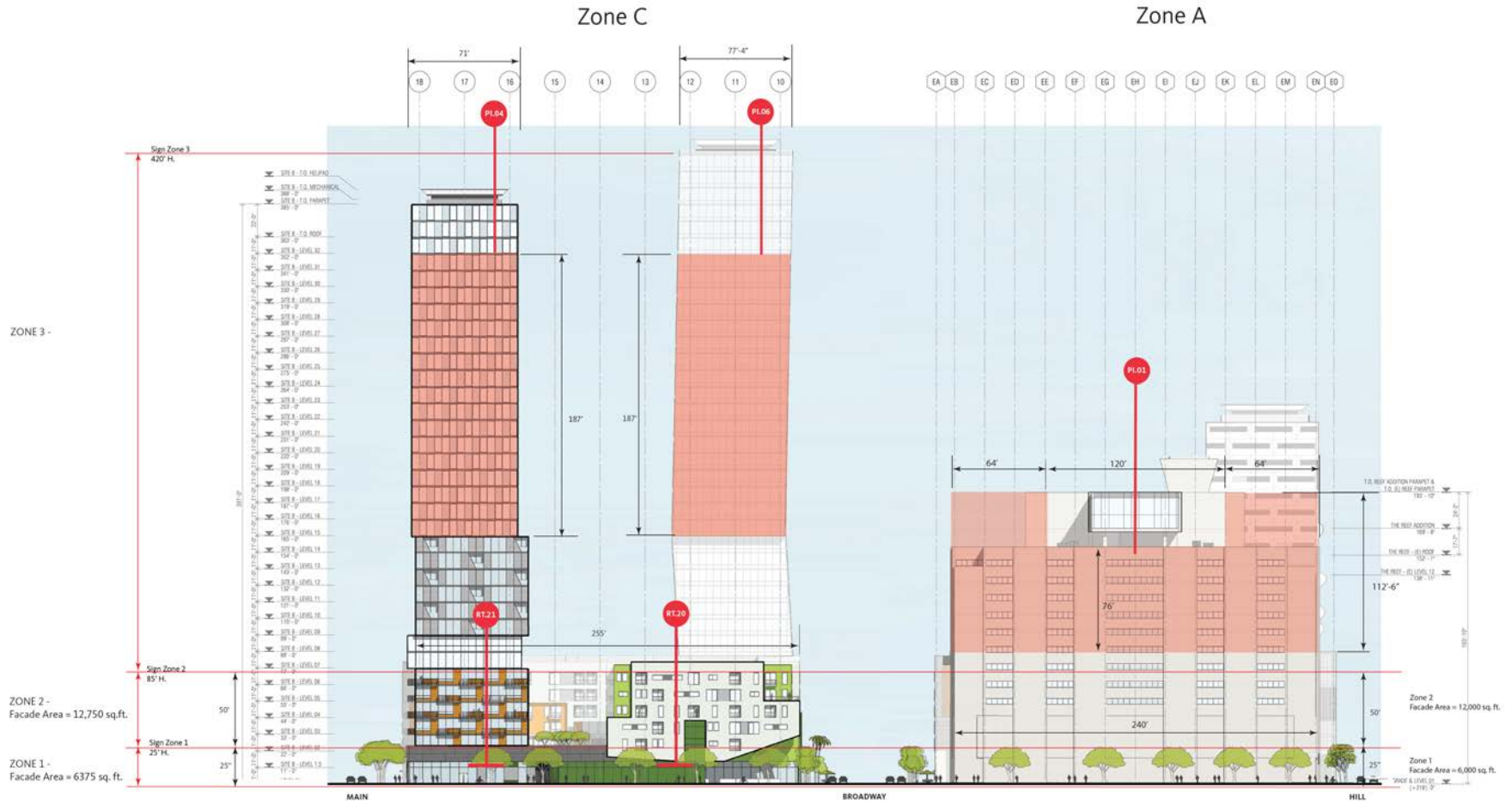


Source: Gensler, May 2015.

NORTH TOWER
 TOTAL FACADE AREA: 27,335 SF
 ILLUSTRATED SIGN AREA: 13,272 SF (48%)

SOUTH TOWER
 TOTAL FACADE AREA: 31,312 SF
 ILLUSTRATED SIGN AREA: 14,490 SF (45%)

THE REEF
 TOTAL FACADE AREA: 37,848 SF
 ILLUSTRATED SIGN AREA: 24,202 SF (62%)



North Elevation @ Washington Blvd.
 Scale: 1:750

Source: Gensler, May 2015.

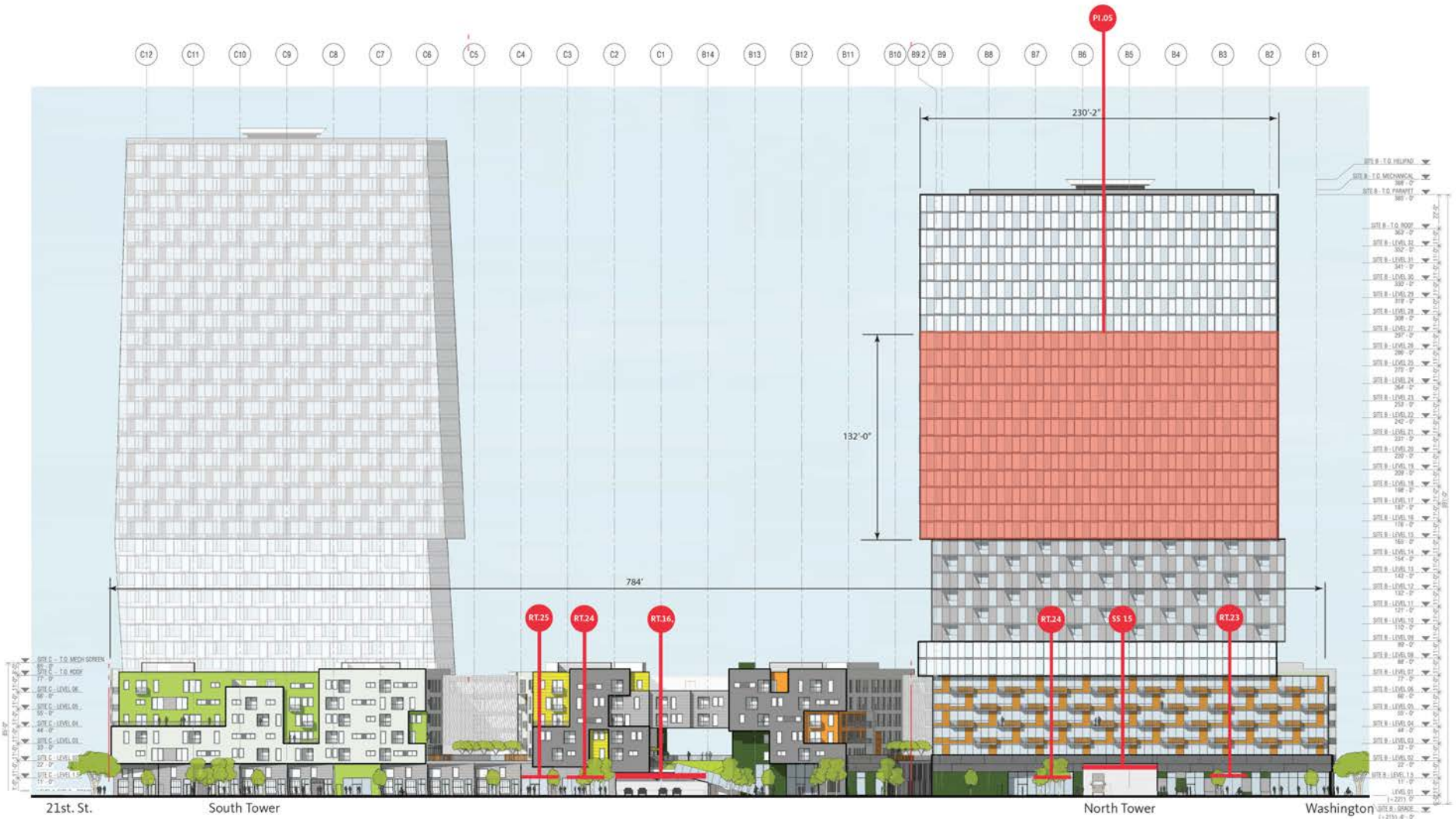
SOUTH TOWER

NORTH TOWER
TOTAL FACADE AREA: 88,742.5 SF
ILLUSTRATED SIGN AREA: 30,996 SF (34%)

Zone D

Zone E
Pedestrian Linkage/Paseo

Zone C



East Elevation @ Main St.
Scale: 1:750

Source: Gensler, May 2015.

HOTEL TOWER
 TOTAL FACADE AREA: 18,120 SF
 ILLUSTRATED SIGN AREA: 3630 SF (20%)

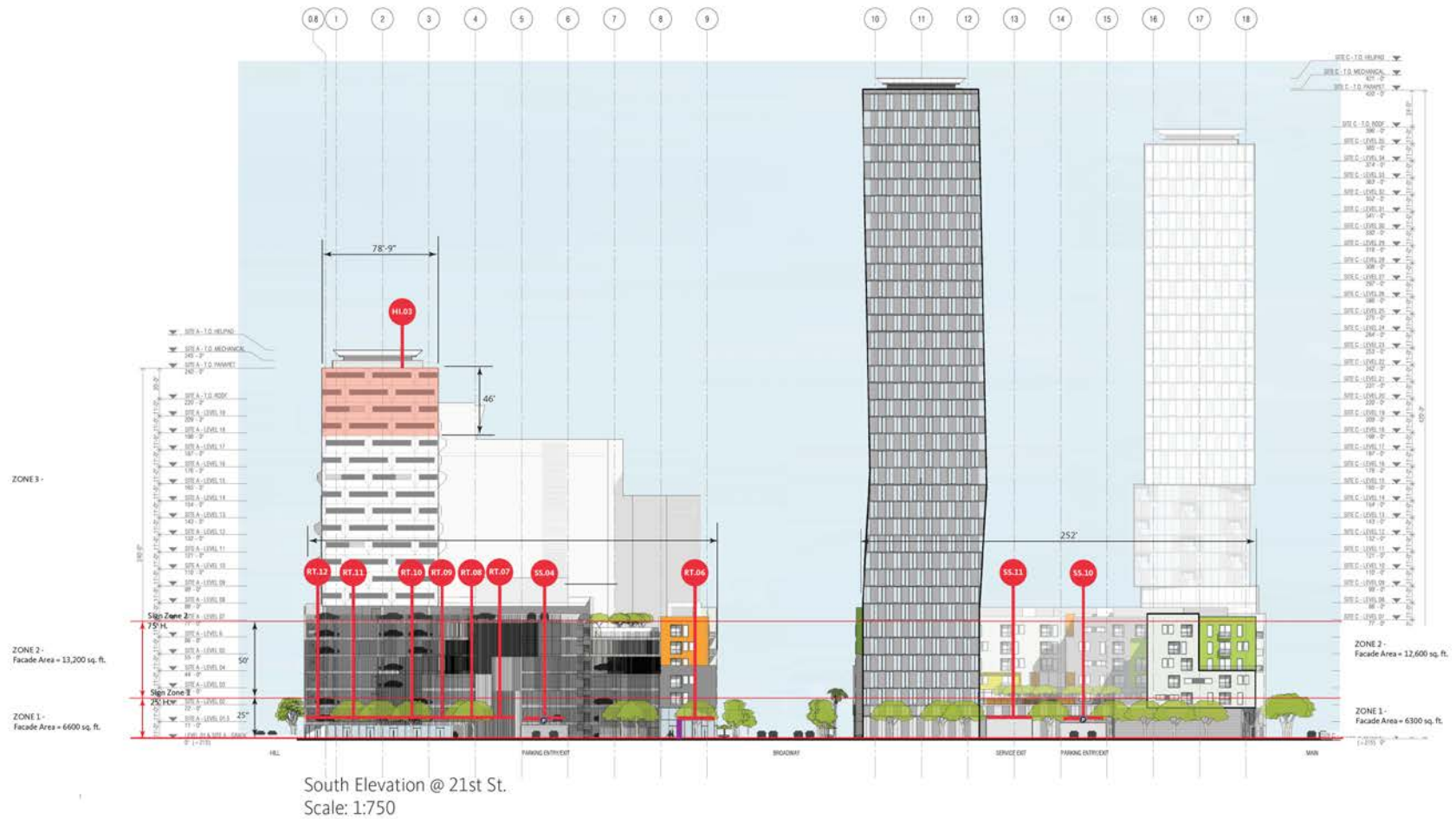
THE REEF

SOUTH TOWER

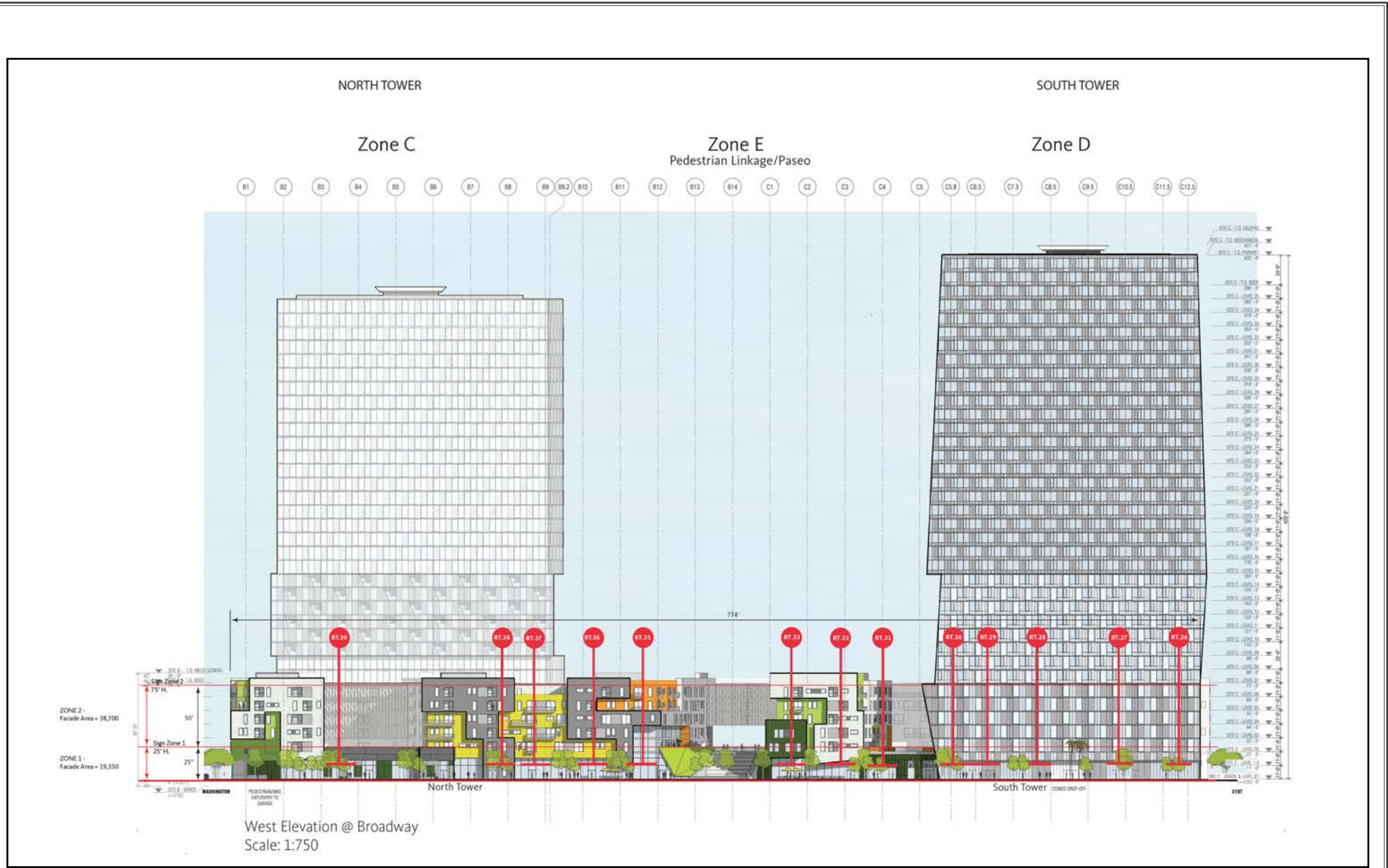
NORTH TOWER

Zone B

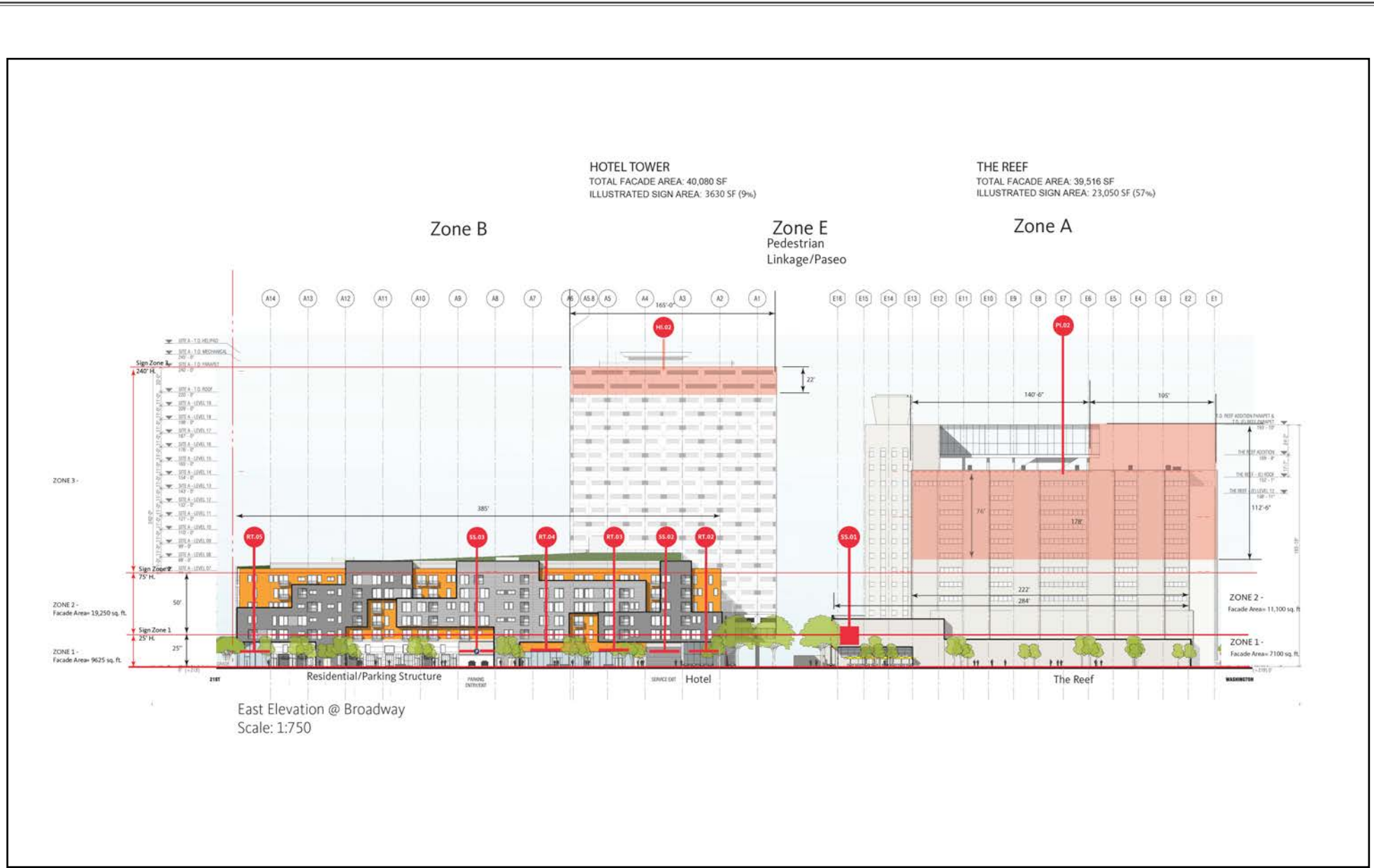
Zone D



Source: Gensler, May 2015.



Source: Gensler, May 2015.



Source: Gensler, May 2015.

In addition, buildings at least 120 feet tall may have “Tall Building Signs” that identify the building, subject to criteria listed below.

Proposed signs and locations on major project buildings are shown in Table II-6.

Table II-6					
The Reef Project SUD Permitted Signs (sq.ft.)					
Façade	North	South	East	West	Total
Building					
The Reef					
Zone 3	24,202	0	23,050	23,050	70,302
Zone 2	4,800		8,880	9,700	23,380
Zone 1	1,200		1,420	1,212	3,832
Total	30,202	0	33,350	33,962	97,514
North Tower					
Zone 3	13,272		30,996		44,268
Zone 2	2,550		15,058	14,858	32,465
Zone 1	1,275		1,960	1,935	5,170
Total	17,097	0	48,013	16,793	81,903
South Tower					
Zone 3	14,490	0	0	0	14,490
Zone 2		0	0	15,480	15,480
Zone 1		1,260	1,960	1,935	5,155
Total	14,490	1,260	1,960	17,415	35,125
Hotel					
Zone 3	3,630	3,630	3,630	3,630	14,520
Zone 2		0	0	0	0
Zone 1		1,320	1,925	1,760	5,005
Total	3,630	4,950	5,555	5,390	19,525
Total Project					
Zone 3	55,594	3,630	57,676	26,680	143,580
Zone 2	7,350	0	23,938	40,038	71,325
Zone 1	2,475	2,580	7,265	6,842	19,162
Total	65,419	6,210	88,878	73,560	234,067
<i>Source: Gensler, 2015</i>					

In summary, under the proposed Reef Project SUD, signs could be located as follows:

- **The Reef:** North, East, and West Facades - Vertical Sign Zones 1, 2, and 3;
- **North Tower:** North and East Facades - Vertical Sign Zone 3; North, East and West Facades - Vertical Sign Zones 1 and 2;

- **South Tower:** North Façade – Vertical Sign Zone 3; West Façade – Vertical Sign Zone 2; South, East and West Facades – Vertical Sign Zone 1;
- **Hotel:** North, South, East and West Facades – Vertical Sign Zone 3, South, East and West Facades – Vertical Sign Zone 1.

D. Sign Animation and Controlled Refresh

The Reef Project SUD would establish nine different types of animation, controlled refresh, or static signs. These include:

- **Unrestricted Animation**

The least restrictive level of animation for signs that contain images, text, parts, or illumination which flash, change, move, stream, scroll, blink, or otherwise are in motion. This is full motion display.

- **Scroll Animation**

A type of animation for signs where text message changes regularly, either by modifying individual letters or by modifying the sign face electronically, including scrolling news ribbon or electronic message boards where text moves or rolls up, down, or across the sign.

- **Limited Animation I**

A type of restricted animation for signs that contain images, text, parts, or illumination which flash, change, move, blink, or otherwise refresh in whole or in part at a maximum rate of one animated event per 2 minutes (i.e., must stay static for a minimum of 2 minutes before refreshing). Each animated effect shall change by transitional effect including but not limited to an irregular pixilated pattern cascade with nonadjoining pixels incrementally changing over a period of 2 minutes.

- **Limited Animation II**

A type of restricted animation for signs that contain images, text, parts, or illumination to flash, change, move, blink, or otherwise refresh in whole or in part at a maximum rate of one animated event per 3 hours (i.e., must stay static for a minimum of 3 hours before refreshing). Each animated effect shall change by an irregular pixilated pattern cascade with nonadjoining pixels incrementally transitioning over a period of 1 hour.

- **Controlled Refresh I**

Restriction for any type of sign that contains images, text, parts, or illumination which flash, change, move, blink, or otherwise refresh in whole or in part at a maximum of one refresh event per 8 seconds (i.e., must stay static for a minimum of 8 seconds before refreshing). Each refresh event shall be an instant transition.

- **Controlled Refresh II**

Restriction for any type of sign that contains images, text, parts, or illumination which flash, change, move, blink, or otherwise refresh in whole or in part at a maximum rate of one refresh event per 6 hours (i.e., must stay static for a minimum of 6 hours before refreshing). Each refresh event shall be an instant transition.

- **Controlled Refresh III**

Restriction for any type of sign that contains images, text, parts, or illumination which flash, change, move, blink, or otherwise refresh in whole or in part at a maximum rate of one refresh event per 12 hours (i.e., must stay static for a minimum of 12 hours before refreshing). Each refresh event shall change be an instant transition.

- **Light Color Animation**

Changes in color in whole or in part without changing images or text are exempt from other animation restrictions. Each color effect displayed on a sign may change by gradient transition between colors once every 30 minutes.

- **Static**

Restriction for any type of sign to flash, change, move, blink, or otherwise refresh in whole or in part. All such signage shall remain static.

E. Tall Building Signs

Buildings at least 120 feet tall may have “Tall Building Signs”, which are static signs that identify the building, subject to the following criteria:

- **Location**

On a flat topped building, Tall Building Signs must be located between the top of the windows on the topmost floor and the top of the roof parapet or within an area 16 feet below the top of the roof parapet. On buildings with stepped or otherwise articulated tops, Tall Building Signs may be located within an area 16 feet below the top of the building or within an area 16 feet below the top of the parapet of the main portion of the building below the stepped or articulated top. Tall Building Signs must be located on a wall and may not be located on a roof, including a sloping roof, and may not block any windows.

- **Maximum Sign Area**

A Tall Building Sign may not occupy more than 50% of the area in which the sign may be located on a single building face or 800 square feet, whichever is less and may include only a single line of text.

- **Number of Tall Building Signs**

A building may have no more than two Tall Building Signs on any two sides of the building. In the case of a cylindrical or elliptical building, the building should be considered to have four quadrants, which will in no case exceed 25% of the perimeter.

- **Other Guidelines**

Tall Building Signs are encouraged to meet the following guidelines:

- The use of symbols, rather than names or words, is encouraged.
- Tall Building Signs should be integrated into the architectural design of the building.
- Nighttime lighting of Tall Building Signs, as well as of distinctive building tops, is encouraged and the two should be integrated. Lighting of Tall Building signs should include backlighting

that creates a “halo” around the skylight sign. Backlighting may be combined with other types of lighting.

F. Sign Regulations

Regulations applicable to Sign Zones and Vertical Sign Zones are set forth in Figure II-15 (Zones A and B Proposed Criteria Guidelines) and II-16 (Zones C, D and E Proposed Criteria Guidelines). The regulations set forth the Permitted Signs, Animation and/or Refresh, Hours of Operation, Maximum Coverage and Size, and Brightness that would be permitted within each Vertical Sign Zone within each Sign Zone located within the Project Site.

Zones A and B Proposed Criteria Guidelines

Vertical Sign Zone	Permitted Signs	Animation and/or Refresh	Hours of Operation	Maximum Coverage and Size	Brightness
Level 1	All signs currently permitted by Code, including Tenant ID Signs and Digital Display Signs, and Integral Electronic Display Signs	<ul style="list-style-type: none"> Controlled Refresh II Light Color Animation 	No restrictions	Coverage to be regulated by LAMC size limitations	No restrictions
	Digital Display Signs and Integral Electronic Display Signs that are in encapsulated areas that are no more than incidentally visible from the public right-of-way	Unrestricted Animation	7:00 am to 2:00 am		
		Limited Animation II Light Color Animation	2:01 am to 6:59 am No restrictions		
	Changeable Copy Signs	Limited Animation II Light Color Animation	2:01 am to 6:59 am No restrictions		
Scroll Animation		Dawn to 2:00 am			
Level 2	All signs currently permitted by Code, including Digital Display Signs, and Integral Electronic Display Signs	<ul style="list-style-type: none"> Limited Animation II Controlled Refresh II and III Light Color Animation 	Dawn to 2:00 am for animated signs. No restrictions for Static signs.	Maximum of 20% of the combined façade area for each street frontage	No restrictions
	Digital Display Signs and Integral Electronic Display Signs that are in encapsulated areas that are no more than incidentally visible from the public right-of-way	Unrestricted Animation	7:00 am to 2:00 am		
		Limited Animation II Light Color Animation	2:01 am to 6:59 am No restrictions		
Level 3	Integral Electronic Display Signs and Wall Signs	<ul style="list-style-type: none"> Limited Animation I Controlled Refresh I and II Light Color Animation 	Dawn to 2:00 am	Maximum of 60% of the combined façade area above 75 feet and 150 feet for each street frontage	The cumulative intensity of lumens shall not exceed 17,280 lumens per floor.

Zone C, D, and E Proposed Criteria Guidelines

Vertical Sign Zone	Permitted Signs	Animation and/or Refresh	Hours of Operation	Maximum Coverage and Size	Brightness
Level 1	All signs currently permitted by Code, including Tenant ID Signs and Digital Display Signs, and Integral Electronic Display Signs	<ul style="list-style-type: none"> Controlled Refresh II Light Color Animation 	No restrictions	Coverage to be regulated by LAMC size limitations	No restrictions
	Digital Display Signs and Integral Electronic Display Signs that are in encapsulated areas that are no more than incidentally visible from the public right-of-way	Unrestricted Animation	7:00 am to 2:00 am		
	Changeable Copy Signs	Limited Animation II Light Color Animation	2:01 am to 6:59 am No restrictions		
		Scroll Animation	Dawn to 2:00 am	Changeable Copy Signs may have a maximum vertical dimension of 10 feet.	
Level 2	All signs currently permitted by Code, including Digital Display Signs, and Integral Electronic Display Signs	<ul style="list-style-type: none"> Limited Animation I Controlled Refresh I and II Light Color Animation 	Dawn to 2:00 am for animated signs No restrictions for Static signs	Maximum of 20% of the combined façade area for each street frontage	No restrictions
	Digital Display Signs and Integral Electronic Display Signs that are in encapsulated areas that are no more than incidentally visible from the public right-of-way	Unrestricted Animation	7:00 am to 2:00 am	Maximum of 20% of the combined façade area for each street frontage	
		Limited Animation II Light Color Animation	2:01 am to 6:59 am No restrictions		
Level 3	Integral Electronic Display Signs and Wall Signs	<ul style="list-style-type: none"> Limited Animation I Controlled Refresh I and II Light Color Animation 	Dawn to 2:00 am	Maximum of 60% of the combined façade area above 75 feet and 150 feet for each street	The cumulative intensity of lumens shall not exceed 20 lumens per square foot.

6. LAND USE EQUIVALENCY PROGRAM AND DESIGN GUIDELINES

A. Land Use Equivalency Program

The Project would include a Land Use Equivalency Program to maintain flexibility of Project land uses and floor areas so that the Project can, if necessary, respond to market fluctuations. The Land Use Equivalency Program defines a framework within which the approved mix of land uses can be modified within the development envelope defined by the approved entitlements. The full description of the Land Use Equivalency Program is contained in the Land Use Equivalency Program Technical Report in Appendix II-1 to this EIR.

The purpose of the Land Use Equivalency Program is:

To identify a set of rules for exchanging land uses, one for another, within the scope of development approved for the Project, which:

1. Does not result in any increase in peak hour trip generation;
2. Does not result in any increase in wastewater generation;
3. Does not result in any other significant impacts beyond those identified in the EIR for The Reef Project or result in a substantial increase in the severity of previously identified significant impacts.

The Land Use Equivalency Program is predicated on the requirement to avoid any additional impacts, with an emphasis in two areas – peak hour traffic and wastewater infrastructure. In general, the PM peak hour is characterized by the highest background traffic, and is generally considered to be the most impactful time period by the City of Los Angeles Department of Transportation (LADOT). As discussed in the Project’s traffic study (Appendix IV-N to this EIR), the most impactful time period with respect to Project traffic would be the Friday Evening Hour, which has the highest levels of background traffic in the area of the City where the Project is located. However, as shown in the Traffic Study, the trip generation rates for the PM Peak Hour and the Friday Evening Hour are the same. Therefore, the PM Peak Hour/Friday Evening Hour trip rate is used in this analysis as the basis for potential land use exchanges. Accordingly, the Land Use Equivalency Program would ensure that the Project would not have any greater impacts than the Project during either the PM Peak Hour or the Friday Evening Hour.

Wastewater infrastructure that would serve the Project and surrounding area has been identified by the City of Los Angeles, Bureau of Sanitation (LABS) as potentially constrained, particularly with respect to a 52-inch trunk line in Jefferson Boulevard that is currently operating at 50% capacity (see Section IV.O-1 of this EIR). Accordingly, the Land Use Equivalency Program has been structured to ensure that no new wastewater generation beyond that associated with the Project, and analyzed in the EIR, would occur as a result of the land use exchanges that would be permitted under the Land Use Equivalency Program.

The Land Use Equivalency Program is implemented through the application of an Equivalency Exchange Table that is based on quantitative generation factors for peak hour trips and wastewater. Detailed explanations of the calculations associated with the derivation of this Table are provided in the Land Use Equivalency Program Technical Report (Appendix II-1 to this EIR).

The Equivalency Exchange Table for the Project is shown in Table II-7, Equivalency Exchange Table. The conversion factor for a particular exchange is identified by finding the land use being exchanged *from* (called the “donor land use”) in the column on the left of Table II-7 and cross referencing to the land use

being exchanged to (called the “recipient land use”) on the top row of Table II-7. The resulting factor indicates the number of units or 1,000 square feet of the recipient land use that can be included in the project in exchange for the number of units or 1,000 square feet of the donor land use being removed from the project. For example, 1,000 square feet of office use can be exchanged for one hotel room, or one hotel room can be exchanged for 260 (1,000 * 0.26) square feet of retail uses. However, within this context, the Project would not be allowed to exceed the total floor area that would be approved with the requested General Plan Amendment (6.0:1).

The Land Use Equivalency Program, as defined above, has been structured to assure that, if the rules set forth in the Program are followed, no additional peak hour traffic impacts and no wastewater impacts would occur under any proposed land use equivalency exchange. The impacts of the potential land use exchanges permitted under the Land Use Equivalency Program related to other environmental impact areas are discussed in the corresponding sections of this EIR. These analyses show that no additional environmental impacts would result from implementation of the Land Use Equivalency Program.

The Land Use Equivalency Program includes a discretionary review process that the City must follow if the property owner desires to use either the Land Use Equivalency Program or the Design Guidelines described below (collectively, the “Equivalency Program”). In the event the applicant or subsequent applicants should choose to utilize the Land Use Equivalency Program, the subsequent phase(s) of the Project shall be subject to LAMC Section 16.05 (Site Plan Review). The procedures set forth in LAMC Section 16.05 shall apply with the following provisions (if the Project is approved, this requirement will be identified in a “Q” Condition):

1. Section 16.05-D and Section 16.05-I shall not be applicable;
2. That in addition to the provisions of LAMC Section 16.04-E,4, a “Supplemental EIR”, an “Addendum”, or a “Subsequent EIR” shall be acceptable to satisfy the requirements of CEQA.
3. In addition to those findings identified in Section 16.05-F, the City shall ALSO find that: “The proposed phase of the project is consistent with the approved Land Use Equivalency Program.”;
4. Appeals shall be heard by the City Planning Commission, the original decision-maker on the Land Use Equivalency, in lieu of the Area Planning Commission as otherwise specified in LAMC Section 16.05-H,1; and
5. No single phase shall consist of less than 50 dwelling units or 50,000 square feet of nonresidential floor area.

**Table II-7
Equivalency Exchange Table**

Donor Land Use ^a	Recipient Land Use ^b										
	Condo (du)	Apartment (du)	Hotel (room)	Restaurant (ksf)	Retail (ksf)	Grocery Store (ksf)	Office (ksf)	Gallery/Museum (ksf)	Gym/Fitness (ksf)	Wholesale/Showroom (ksf)	Warehouse/Distribution (ksf)
Condominiums (du)		0.83	0.92	0.24	0.24	0.24	0.35	2.59	0.29	0.98	1.38
Apartments (du)	1.00		1.10	0.28	0.28	0.28	0.42	3.12	0.35	1.18	1.66
Hotel (room)	0.63	0.63		0.26	0.26	0.26	0.38	2.40	0.32	1.07	1.50
Restaurant (ksf) ^c	1.58	1.58	2.50		1.00	1.00	1.47	6.00	1.25	4.16	5.84
Retail (ksf) ^c	0.13	0.13	0.21	0.08		0.50	0.21	0.50	0.13	0.50	1.00
Grocery Store (ksf) ^c	0.26	0.26	0.42	0.17	1.00		0.42	1.00	0.25	1.00	2.00
Office (ksf)	0.63	0.63	1.00	0.40	0.68	0.68		2.40	0.60	2.40	3.97
Gallery/Museum (ksf)	0.26	0.26	0.35	0.09	0.09	0.09	0.13		0.11	0.38	0.53
Gym/Fitness Ctr (ksf)	1.05	1.05	1.67	0.67	0.80	0.80	1.18	4.00		3.33	4.69
Wholesale/Showroom (ksf)	0.26	0.26	0.42	0.17	0.24	0.24	0.35	1.00	0.25		1.41
Warehouse/Distribution (ksf)	0.13	0.13	0.21	0.08	0.17	0.17	0.21	0.50	0.13	0.50	

ksf = 1,000 square feet du = dwelling unit
a Land use changing from
b Land use changing to

Source (Table): EcoTierra Consulting, 2014.
Derivation of the factors contained in this table is detailed in Appendix II-1 to this EIR.

B. Design Guidelines

The Design Guidelines allow for flexibility in the Project building design within a determined set of parameters. These parameters frame the analysis of the Project in the EIR and through the entitlement process. The Project as developed shall conform to the following design parameters:

- Building coverage of the combined site area between the heights of 22 feet and 100 feet shall be no more than 50 percent of the site area.
- Building coverage above a height of 100 feet shall be no more than 25 percent of the site area.
- The mid-block paseo, podium levels, parking structures, and the existing Reef building shall be included in the area not considered building coverage.
- Building separation above a height of 100 feet shall be a minimum of 70 feet.
- No building shall have a footprint above a height of 100 feet of greater than 30,000 square feet.
- The mid-block paseo shall be no smaller than 15,000 square feet and shall be generally oriented towards Broadway between Washington Boulevard and 21st Street.
- If the mid-block paseo is at grade, it may have auto circulation.
- There shall be, at a minimum, one pedestrian connection from Hill Street to Broadway, and one pedestrian connection from Broadway to Main Street.
- Within the mid-block paseo, at least 20 percent of the area shall be landscaped or included in a water feature, as distinct from the hardscape area.
- On each of the five frontages of the property, the following minimum proportions of the building faces, from sidewalk grade to 100 feet above, shall be transparent (i.e., openings or glass) rather than opaque:
 1. Washington Boulevard – 50 percent;
 2. Broadway – 50 percent;
 3. Hill Street – 25 percent;
 4. Main Street – 25 percent;
 5. 21st Street – 25 percent.
- The existing Reef building shall not be included in the building façade calculations.
- No building above a height of 100 feet shall have any façade longer than 300 feet in length.
- Access points and site circulation shall be maintained in general conformance with the Conceptual Plan for the Project.

In the event the applicant or subsequent applicants should choose to utilize the Design Guidelines, the subsequent phase(s) of the Project shall be subject to LAMC Section 16.05 (Site Plan Review) as described above.

7. PROJECT OBJECTIVES

Section 15124(b) of the CEQA Guidelines requires that a Project Description contain “a statement of the objectives sought by the proposed project.” Section 15124(b) also requires that “the statement of objectives should include the underlying purpose of the project.” The Project’s underlying purpose is to create a fully-integrated, accessible, vertical community that enhances the City’s economic base, provides community serving amenities for the existing community, and is respectful of the existing surrounding neighborhoods.

The objectives of the Project are as follows:

- To preserve and promote The Reef as a creative environment that supports the design, rapid prototyping, production, sales, innovation, and exhibition of new products;
- To provide the amenities necessary for the Magic Box to attract top-notch events to the City of Los Angeles;
- To create an urban center that is compatible with and complimentary to currently ongoing growth in the resident population of downtown Los Angeles;
- To provide for the development of an underutilized site through the replacement of surface parking lots with new housing, retail uses, restaurants, and a hotel to meet anticipated market demands;
- To construct a complimentary, integrated set of land uses and signage that promotes the creation of a vibrant and dynamic 24-hour activity center that would provide the opportunity for people to live, work, and entertain;
- To support regional mobility goals and local and regional growth policies by encouraging development in and around activity centers, reducing vehicle trips and public infrastructure costs;
- To provide a design that emphasizes pedestrian and public transit opportunities, and that integrates linkages between pedestrians, public transit facilities, and the public roadways;
- To improve site access and provide sufficient parking for residents, patrons, and employees;
- To generate additional annual tax revenues to the City of Los Angeles, including property taxes, sales taxes, transient occupancy taxes, and gross receipts taxes;
- To provide an integrated mixed-use project that is economically viable and serves the needs of the community and the region;
- To provide flexibility to respond to changes in demand and urban growth patterns as required.

8. DISCRETIONARY ACTIONS AND APPROVALS

The City of Los Angeles, Department of City Planning is the lead agency for the Project. In order to permit development of the Project, the City may require approval of one or more of the following discretionary actions:

- Pursuant to Section 11.5.6 of the Los Angeles Municipal Code (the “LAMC”), a General Plan Amendment to amend the adopted Southeast Los Angeles Community Plan’s land use designation for the Property from the current “Limited Manufacturing” land use designation to the “Community Commercial” land use designation. In addition, Footnote 1 of the Community Plan’s General Plan Land Use Map to be updated to allow Height District 2 at the Property;
- Pursuant to LAMC Sections 12.32F and 12.32Q, a Vesting Zone Change for the Property from [Q]M1-2-O and M1-2-O to C2-2-O;
- Pursuant to LAMC Section 12.32S, the creation of a Supplemental Use District (SN)— Sign District at the Property;
- Pursuant to LAMC Section 12.24W19, a Vesting Conditional Use approval to average the floor area ratio in a unified development;

- Pursuant to LAMC Section 12.24U14, a Vesting Conditional Use approval to allow a “Major” development project that consists of more than 100,000 square feet or more of floor area in nonresidential uses in the C2 zone;
- Pursuant to LAMC Section 12.24W1, a Master Conditional Use approval to allow the on- and off-site sale, dispensing, and consumption of a full line of alcoholic beverages;
- Pursuant to LAMC Section 12.24W18, a Master Conditional Use approval to allow live entertainment and patron dancing;
- Pursuant to LAMC Section 12.27, a Variance from Section 12.21G of the LAMC to reduce the number of 24-inch box trees provided on site;
- Pursuant to LAMC Section 12.27, a Variance from Section 12.16A2(p) of the LAMC to allow outdoor dining above the first floor in the C2 zone;
- Pursuant to LAMC Section 12.27, a Variance from Section 12.21A.16 of the LAMC to allow short-term and long-term bicycle parking spaces to be located as identified on the approved site plan;
- Pursuant to Section 12.24Y of the LAMC, a 10 percent Parking Reduction for commercial and industrial uses located within 1,500 feet from the portal of a fixed rail transit station, or bus station, or other similar transit facility;
- Pursuant to LAMC Section 16.05, a Site Plan Review for a development that creates a net increase of at least 50,000 gross square feet or more of non-residential floor area, resulting in an increase of 50 or more dwelling units and/or guest rooms, and consists of a change in use that results in a net increase of 1,000 or more average daily trips;
- Vesting Tentative Tract Map to subdivide the Project Site;
- Development Agreement;
- Possible waiver of certain dedication requirements;
- Other permits, ministerial or discretionary, may be necessary in order to execute and implement the project. Such approvals may include, but are not limited to: landscaping approvals, exterior approvals, permits for driveway curb cuts, storm water discharge permits, grading permits, and installation and hookup approvals for public utilities and related permits.

Federal, state, and regional agencies that may have ministerial jurisdiction over some aspect(s) of the project include, but are not limited to:

- Regional Water Quality Board;
- South Coast Air Quality Management District