

ORDINANCE NO. 178134

An ordinance amending Ordinance No. 174,224, known as the Los Angeles Sports and Entertainment District Specific Plan, for a portion of the Central City Community Plan area.

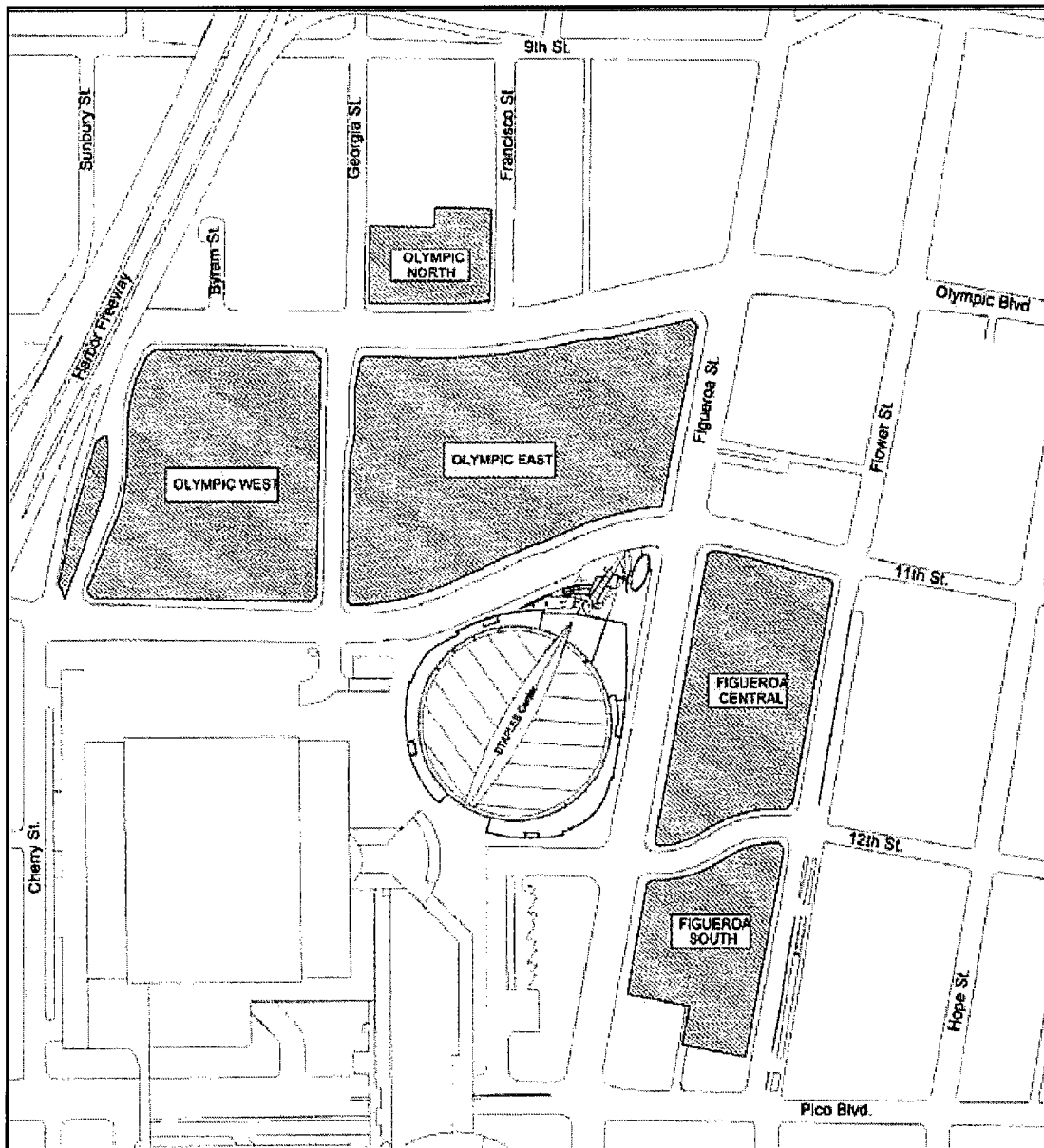
**THE PEOPLE OF THE CITY OF LOS ANGELES
DO ORDAIN AS FOLLOWS:**

Section 1. The first unnumbered paragraph of Section 1 of Ordinance No. 174,224 is amended to read:

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**



Sec. 2. Subsections E and F of Section 2 of Ordinance No. 174,224 are amended to read:

E. Enhance the existing Convention Center and 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 Center 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 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.

Sec. 3. Subsection A of Section 3 of Ordinance No. 174,224 is amended to read:

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.

Sec. 4. The definitions for the terms Convention Center Expansion Parcel and Development Agreement in Section 4 of Ordinance No. 174,224 are amended to read:

Convention Center Expansion Parcel. An airspace parcel (lot 15 of VTTM 53383) on Development Site 1a in the Olympic West Subarea of this Specific Plan, as noted on the Specific Plan Land Use Map 2.

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, and in December 2006, relating to, among other things, the Specific Plan area.

Sec. 5. Section 4 of Ordinance No. 174,224 is amended by adding definitions for the terms "Condo-Hotel Units," "Hotel Uses," and "Olympic North Subarea" in the proper alphabetical order to read:

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.

Condo-Hotel Uses. Hotel rooms that 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 this Specific Plan.

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.

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 1/3 of the length of the block to James M. Wood Boulevard on the north, as shown on Map 1.

Sec. 6. Subsections B and C of Section 5 of Ordinance No. 174,224 are amended to read:

B. Maximum Permitted Floor Area. The maximum total permitted Floor Area within the Specific Plan area shall not exceed 5,147,000 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 of this Specific Plan.

<u>Land Use Category</u>	<u>Square Footage</u>
Hotel and Ballroom	1,417,000
Retail/Entertainment/Restaurant	768,200
Convention Center Expansion	250,000
Office	245,800
Residential	2,346,000
Cinema	<u>120,000</u>
Total Square Footage	5,147,000

Sec. 7. Subsection B of Section 6 of Ordinance No. 174,224 is amended to read:

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 Area exceed 5,147,000 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 that 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 the 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**

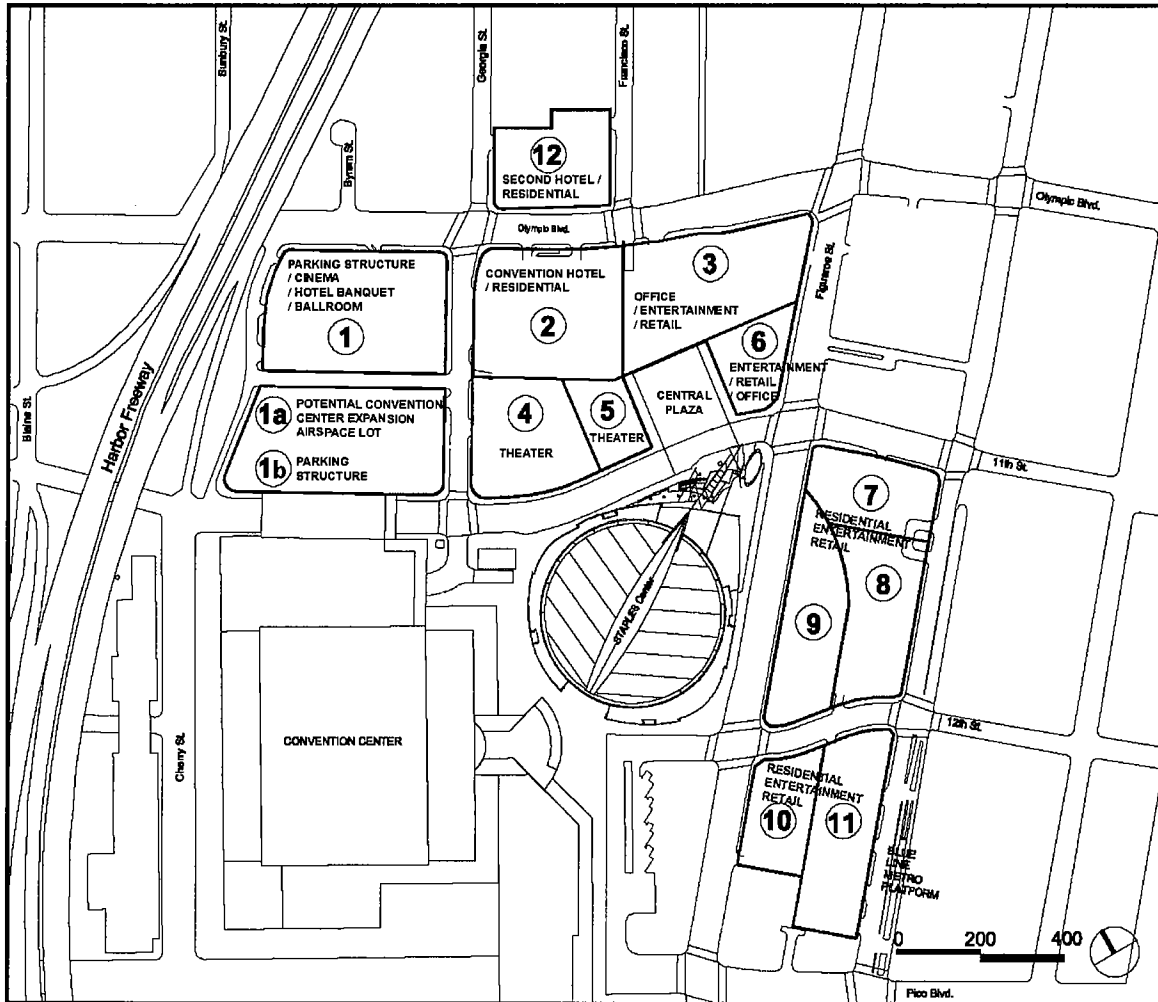
From this land use ↓	To this land use →	Hotel	Live Theater	Entertainment	Museum	Restaurant	Retail	General Office	Residential	Sports Broadcast Office	Cinemas	Convention Center Expansion
Hotel		NA	17.111 ¹	0.417 ²	0.349	0.093	0.169	0.272	1.203 ³	0.800	4.968	0.376
Live Theater		0.058 ⁴	NA	0.024 ⁵	0.020	0.005	0.010	0.016	0.070 ⁶	0.047	0.290	0.022
Entertainment		2.399 ⁷	41.056 ⁸	NA	0.838	0.224	0.404	0.653	2.887 ⁹	1.919	11.919	0.901
Museum		2.864	49.000	1.193	NA	0.267	0.483	0.779	3.445	2.291	14.226	1.076
Restaurant		10.714	183.333	4.465	3.741	NA	1.806	2.915	12.891	8.571	53.226	4.024
Retail		5.932	101.500	2.472	2.071	0.554	NA	1.614	7.137	4.745	29.468	2.228
General Office		3.675	62.889	1.532	1.283	0.343	0.620	NA	4.422	2.941	18.258	1.381
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
Sports Broadcast Office		1.250	21.389	0.521	0.436	0.117	0.211	0.340	1.504	NA	6.210	0.470
Cinemas		0.201	3.444	0.084	0.070	0.019	0.034	0.055	0.242	0.161	NA	0.076
Convention Center Expansion		2.662	45.556	1.110	0.930	0.248	0.449	0.724	3.203	2.130	13.226	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.

1. Ratios are conversion factors from rooms to seats.
2. Ratios are conversion factors from rooms to 1,000 sf.
3. Ratios are conversion factors from rooms to DU's.
4. Ratios are conversion factors from seats to rooms.
5. Ratios are conversion factors from seats to 1,000 sf.
6. Ratios are conversion factors from seats to DU's.
7. Ratios are conversion factors from 1,000 sf to rooms.
8. Ratios are conversion factors from 1,000 sf to seats.
9. Ratios are conversion factors from 1,000 sf to DU's.
10. Ratios are conversion factors from DU's to rooms.
11. Ratios are conversion factors from DU's to seats.
12. Ratios are conversion factors from DU's to 1,000 sf.

**MAP 2
SPECIFIC PLAN LAND USE MAP**



DEVELOPMENT SITE	USE						TOTAL (SF)
	Convention Ct. Exp (SF)	Cinema (SF)	Hotel and Ballroom (SF)	Office (SF)	Residential (SF)	Retail/Ent./Restaurant (SF)	
1		120,000	205,000				325,000
1a	250,000						250,000
1b*							0
2			862,000 (1,080 rooms)		504,000 (225 DU)		1,366,000
3				170,500		237,700	408,200
4 & 5						195,500	195,500
6				75,300		37,000	112,300
7 - 9					870,000 (700 DU)	250,000	1,120,000
10 & 11					822,000 (648 DU)	48,000	870,000
12			350,000 (400 rooms)		150,000 (100 DU)		500,000
Total (SF) Total Specific Plan	250,000	120,000	1,417,000 (1,480 rooms)	245,800	2,346,000 (1,673 DU)	768,200	5,147,000

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

Sec. 8. Section 7 of Ordinance No. 174,224 is amended to read:

Sec. 7. Annual Report. An annual report, in accordance with the adopted Development Agreement, shall be prepared each year and submitted to the Area Planning Commission

Sec. 9. Subsection A of Section 9 of Ordinance No. 174,224 is amended to read:

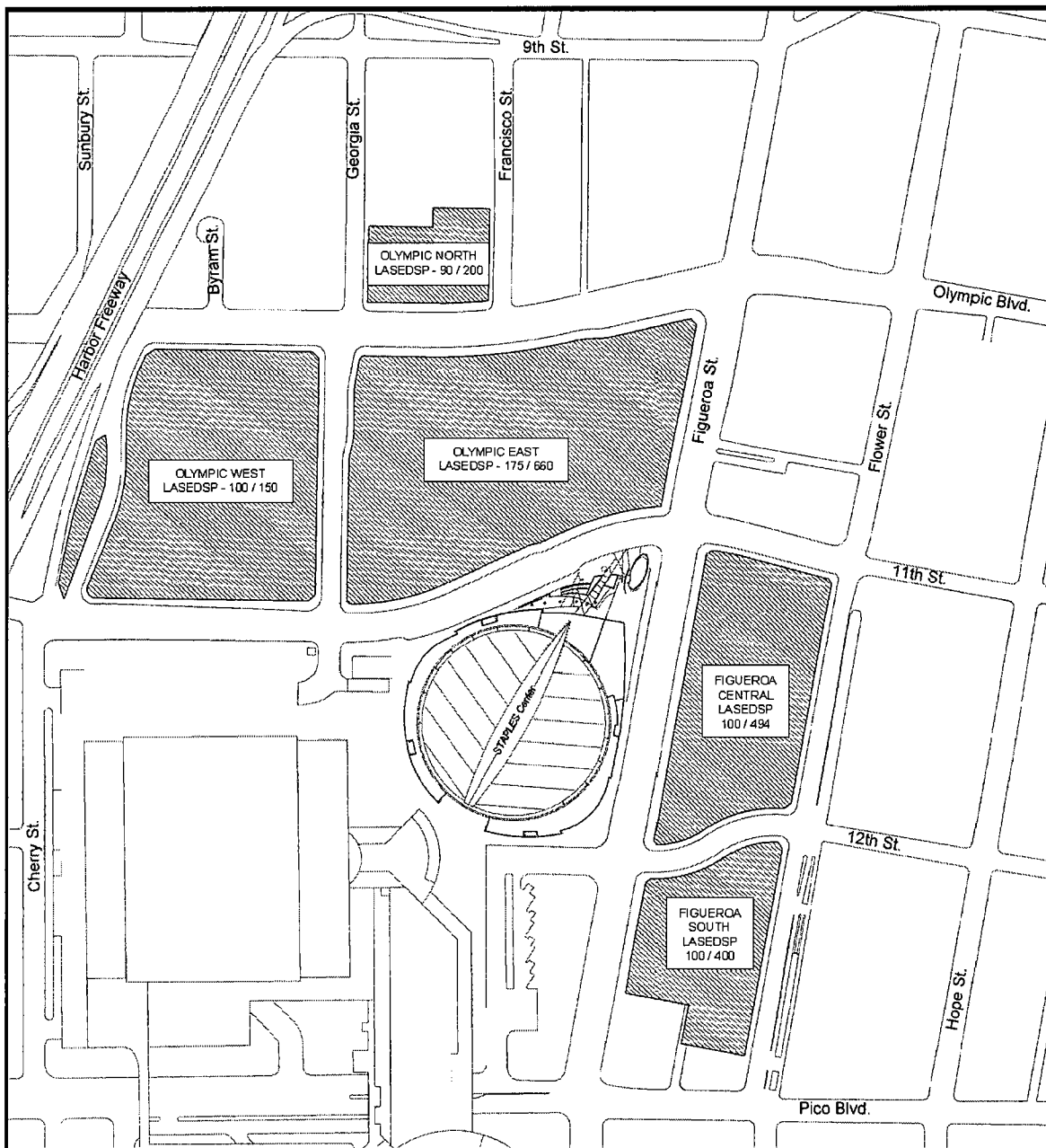
A. Designation of Subareas. The Specific Plan contains five Subareas, as shown on the Subareas Map, Map 3 in this section. The Subareas are designated as: Olympic West; Olympic East; Olympic North, Figueroa Central; and Figueroa South.

Sec. 10. Subdivisions 4 and 6 of Subsection C of Section 9 of Ordinance No. 174,224 are amended to read:

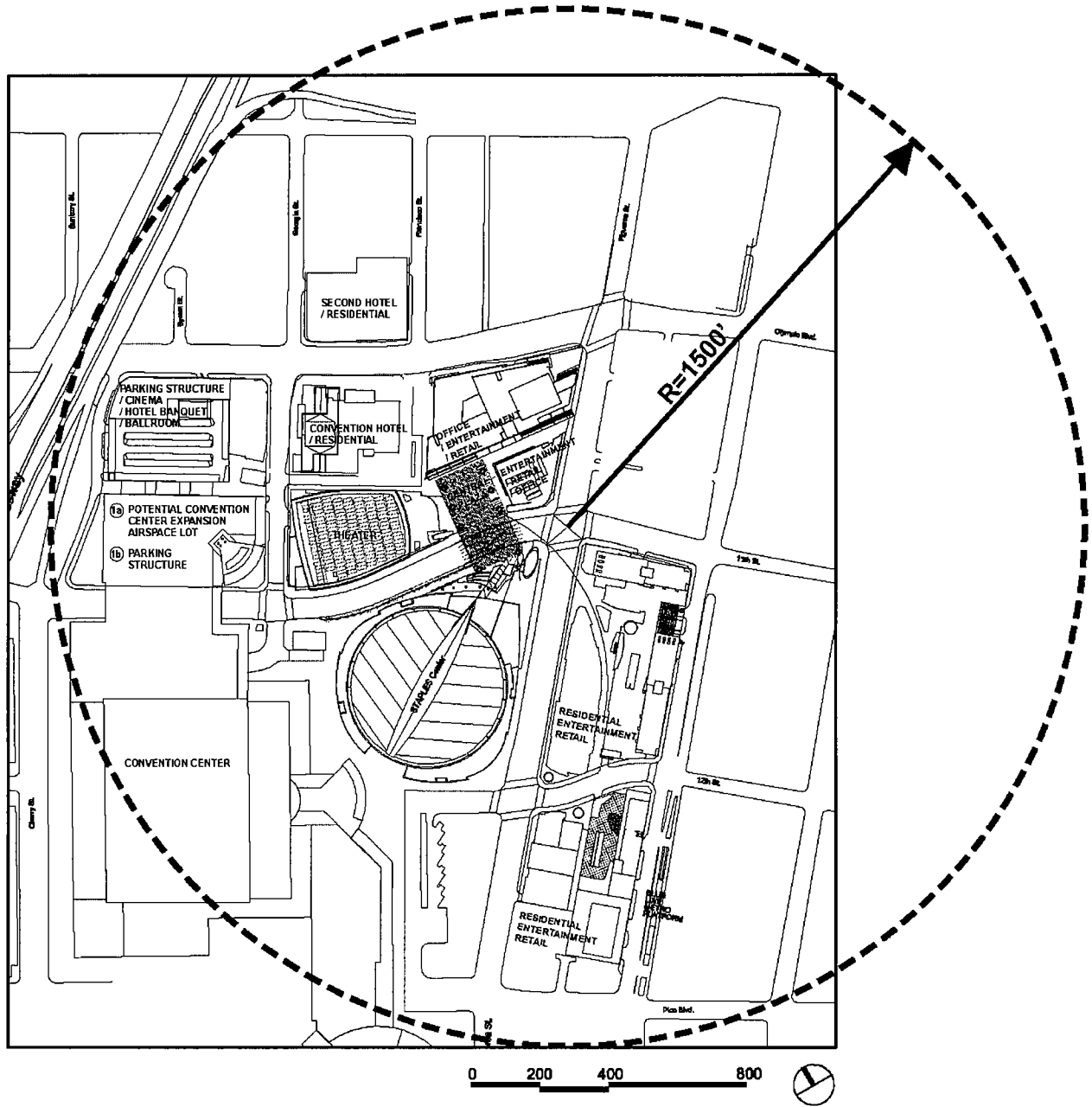
4. Alcohol Use Approvals for the Sale and Service of Alcoholic Beverages for On-Site Consumption, Including Restaurants, Cafes, Hotels, Nightclubs, Cabarets, Comedy Clubs, Dance Clubs, Sports Bars and Similar Uses, and Within the Central Plaza. Twenty-one Alcohol Use Approvals for on-site consumption, 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.

6. Alcohol Use Approvals for the Sale of Alcoholic Beverages for Off-Site Consumption. Two Alcohol Use Approvals for off-site consumption, and a third Alcohol Use Approval may be allocated for off-site consumption if not allocated for on-site consumption, shall be permitted and subject to the restrictions set forth in Section 13.

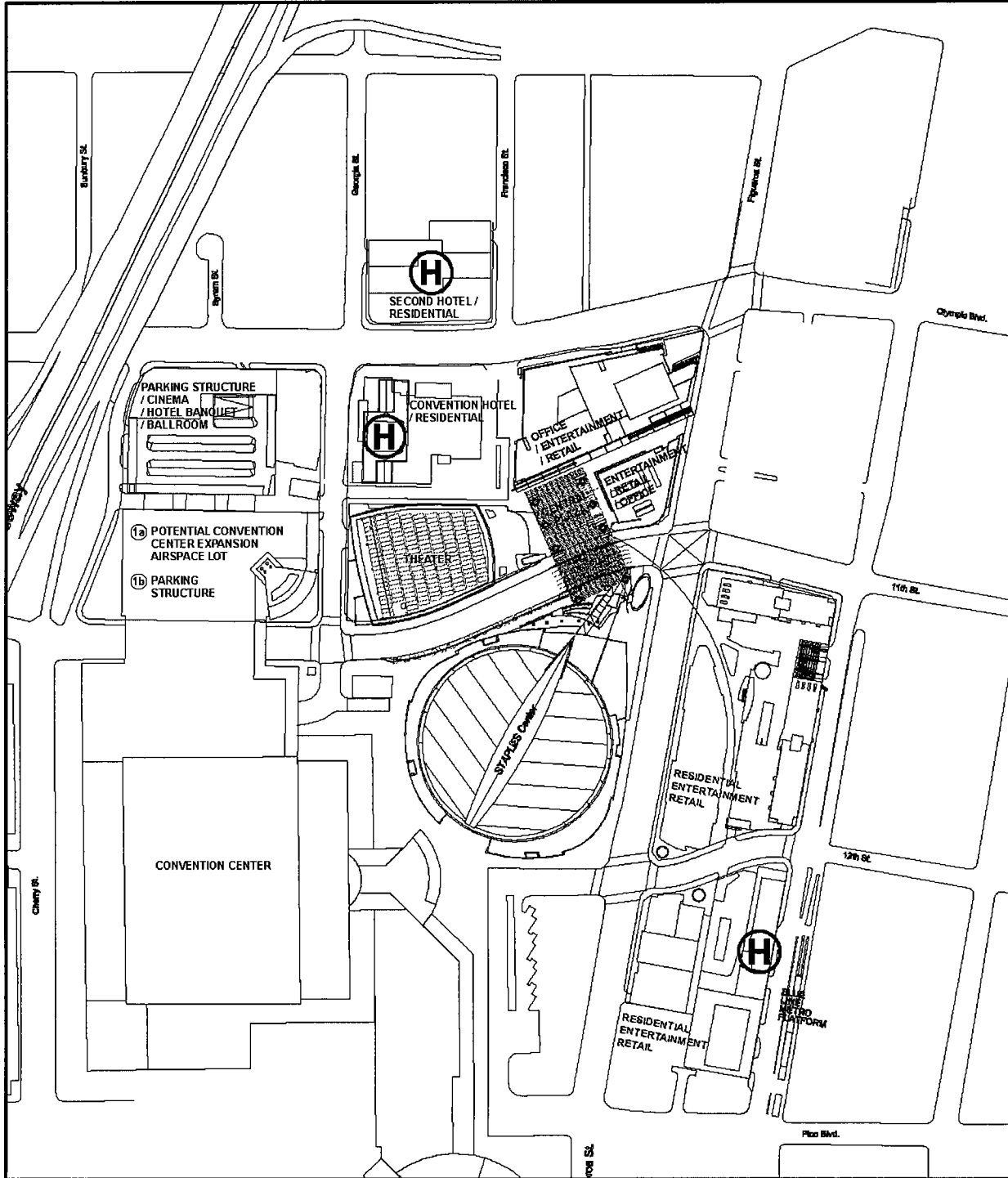
MAP 3 SUB AREAS



MAP 4
 PROHIBITED USE AREA (Section 9.D)



MAP 5
CONCEPTUAL HELISTOP LOCATIONS (Section 9.C.17)



Sec. 11. Subsection A of Section 10 of Ordinance No. 174,224 is amended to read:

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 1, shall be limited as follows:

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

Tower Height: Towers shall not exceed 150 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 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 4, shall be limited as follows:

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

Tower Height: Towers shall not exceed 200 feet in height; however, the footprint of all Towers in this Subarea combined shall not exceed 60% of the total land within this Subarea.

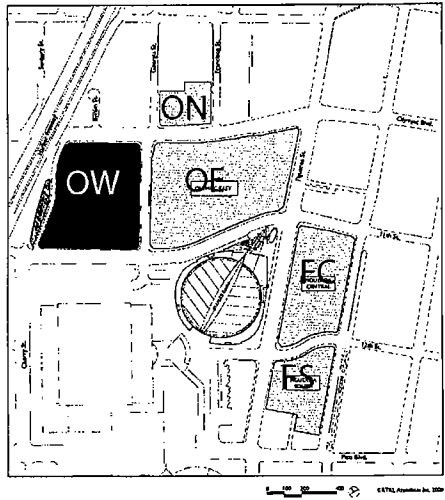
4. Figueroa Central Subarea. The maximum permitted height and setback of any Project on a lot within the Figueroa Central Subarea, as shown on Map 3 and Diagram 3, shall be limited as follows:

- 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 494 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 75% of the total land area within the Subarea; or
 - (b) The combination of all Towers, which are over 350 feet and up to 494 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 in height, shall not exceed 25% 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 4, shall be limited as follows:

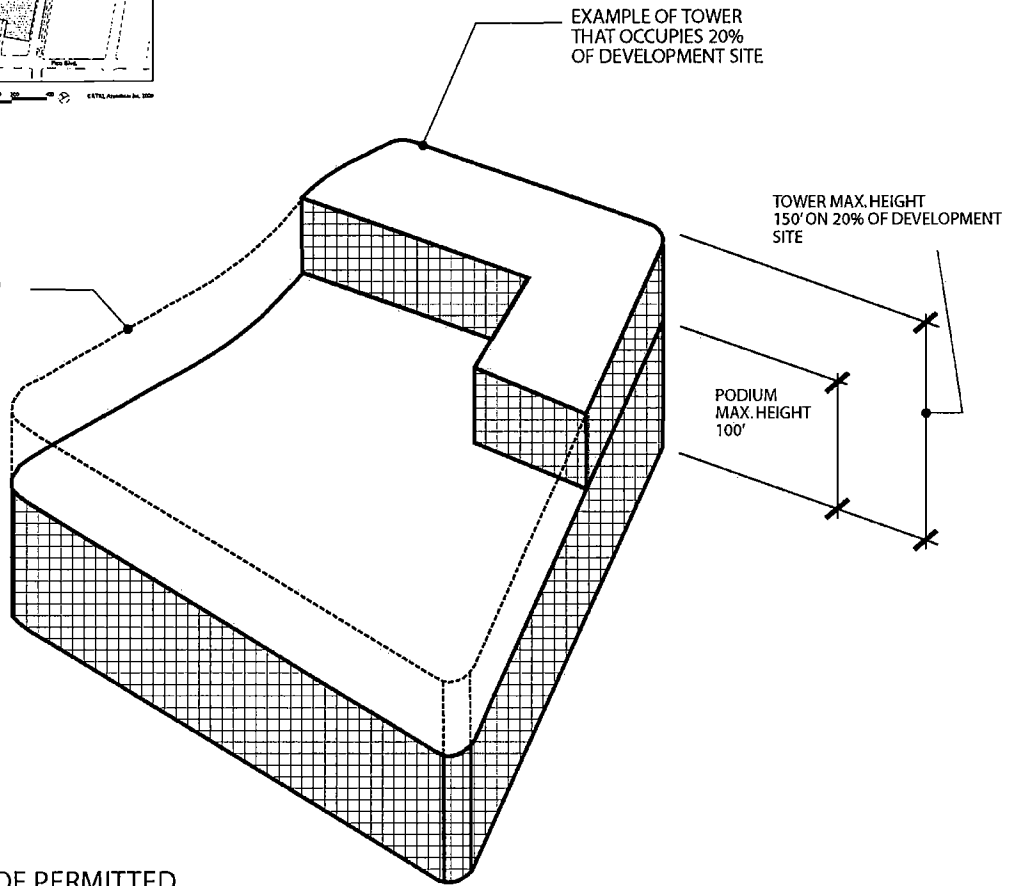
- Podium Height: Podiums shall not exceed 100 feet in height.
- Tower Height: Towers shall not exceed 400 feet in height; however, the footprint of all Towers in this Subarea combined shall not exceed 20% of total land area within this Subarea.
- Tower Setback: Towers, which are adjacent to Figueroa Street frontage, shall be set back 20 feet from that edge of the Podium that is adjacent to Figueroa Street.

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



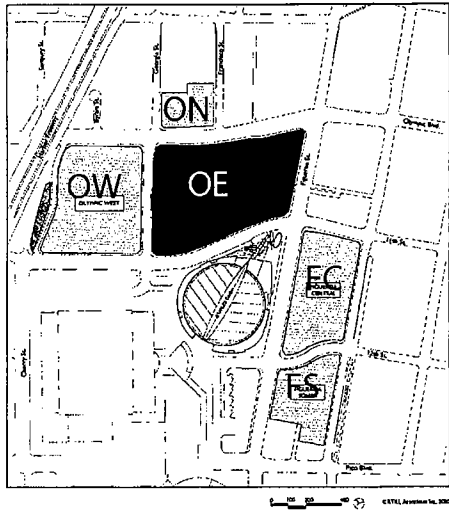
SUB-AREA LOCATION

TOWER MAY BE LOCATED ANYWHERE WITHIN THIS ENVELOPE

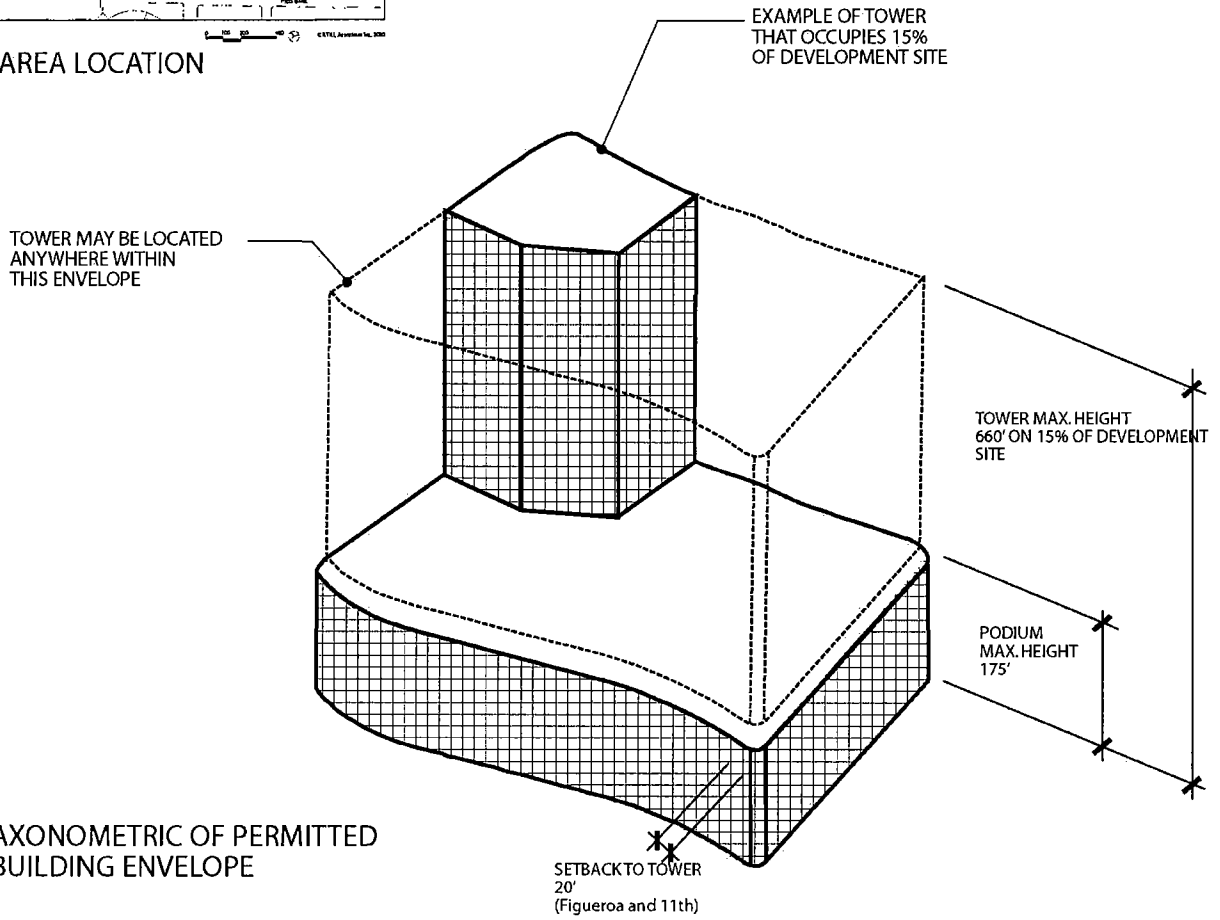


AXONOMETRIC OF PERMITTED BUILDING ENVELOPE

**EXHIBIT 2
ALLOWABLE BUILDING HEIGHT & MASSING
OLYMPIC EAST SUB-AREA**

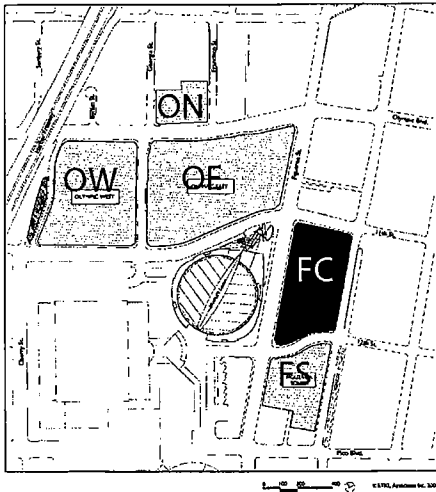


SUB-AREA LOCATION

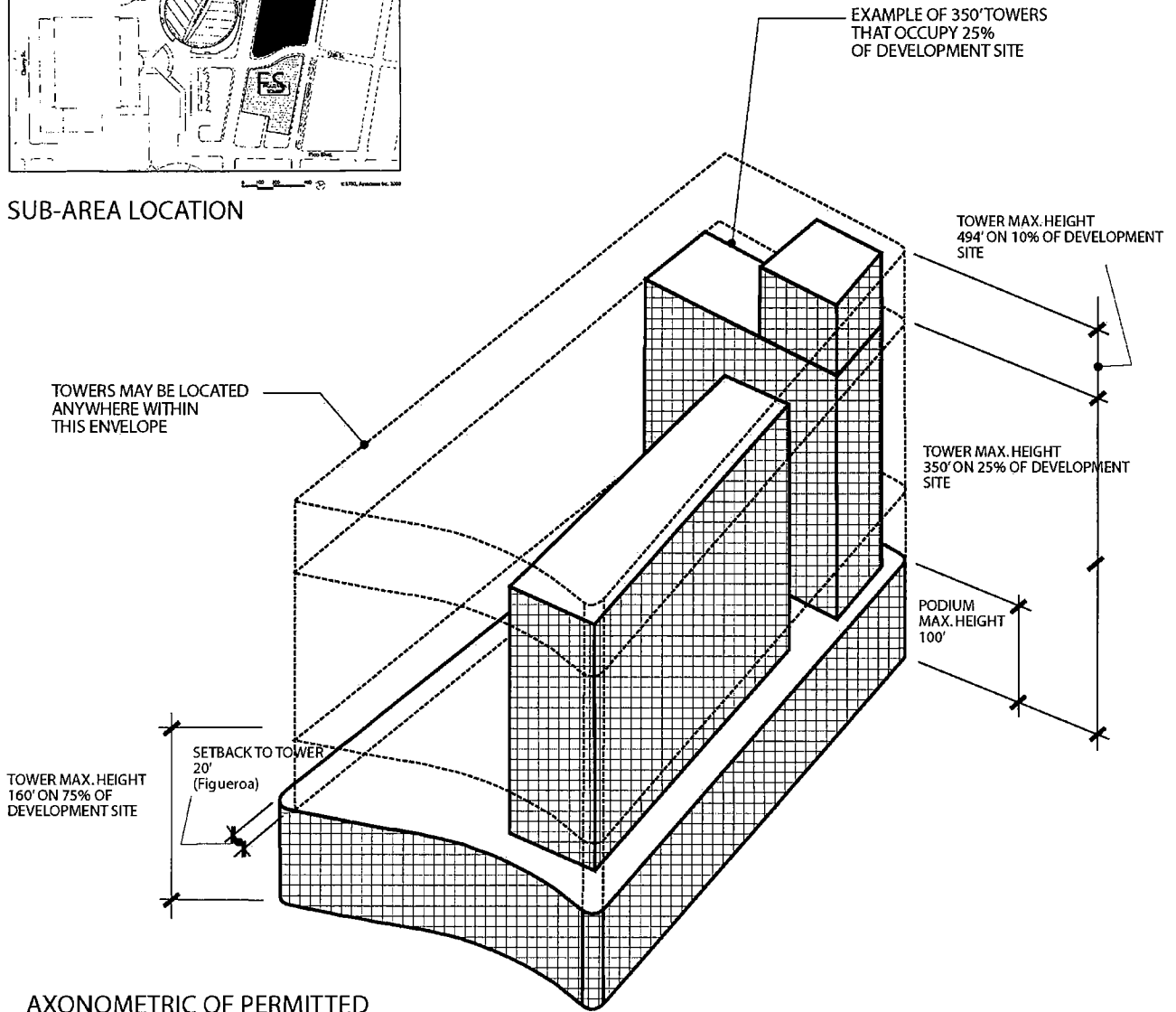


AXONOMETRIC OF PERMITTED BUILDING ENVELOPE

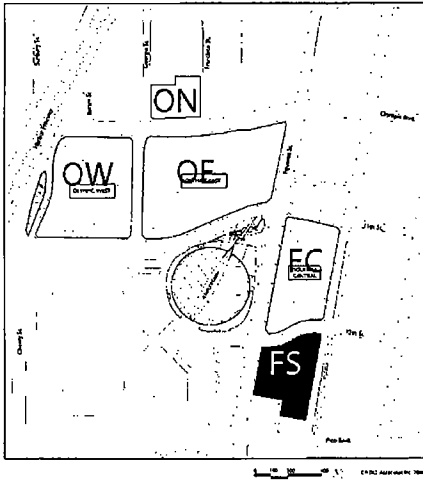
**EXHIBIT 3
ALLOWABLE BUILDING HEIGHT & MASSING
FIGUEROA CENTRAL SUB-AREA**



SUB-AREA LOCATION



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



SUB-AREA LOCATION

TOWER MAY BE LOCATED ANYWHERE WITHIN THIS ENVELOPE

SETBACK TO TOWER 20' (Figueroa)

EXAMPLE OF TOWER THAT OCCUPIES 20% OF DEVELOPMENT SITE

TOWER MAX. HEIGHT 400' ON 20% OF DEVELOPMENT SITE

PODIUM MAX. HEIGHT 100'

AXONOMETRIC OF PERMITTED BUILDING ENVELOPE

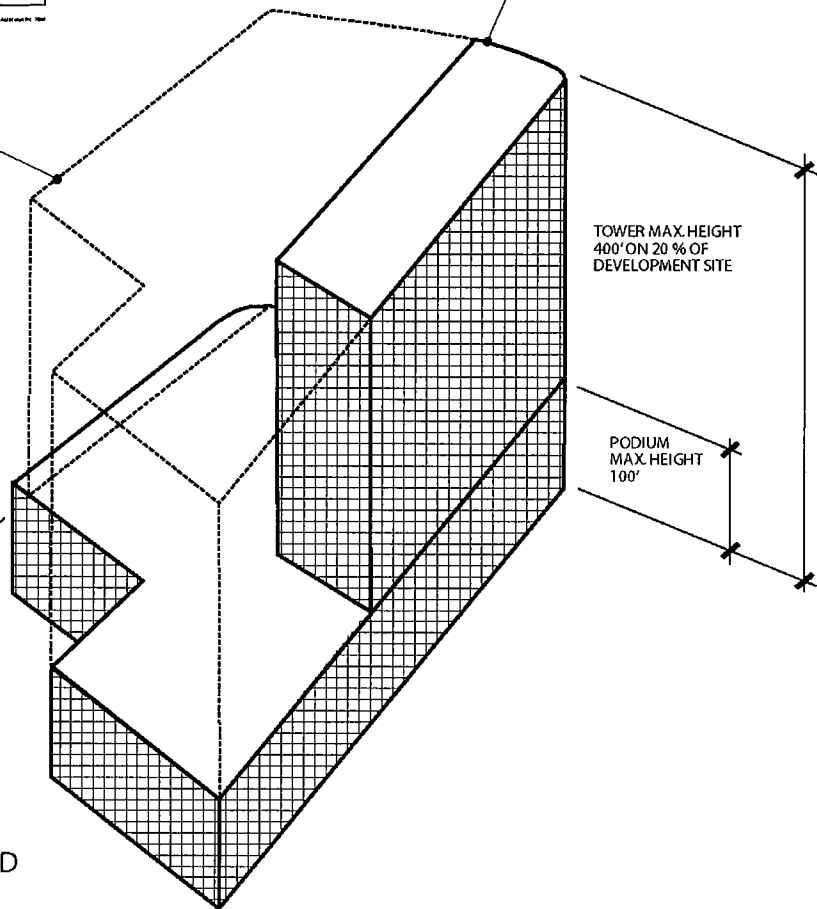
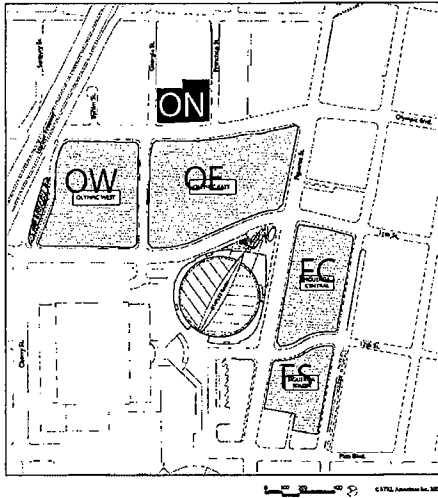
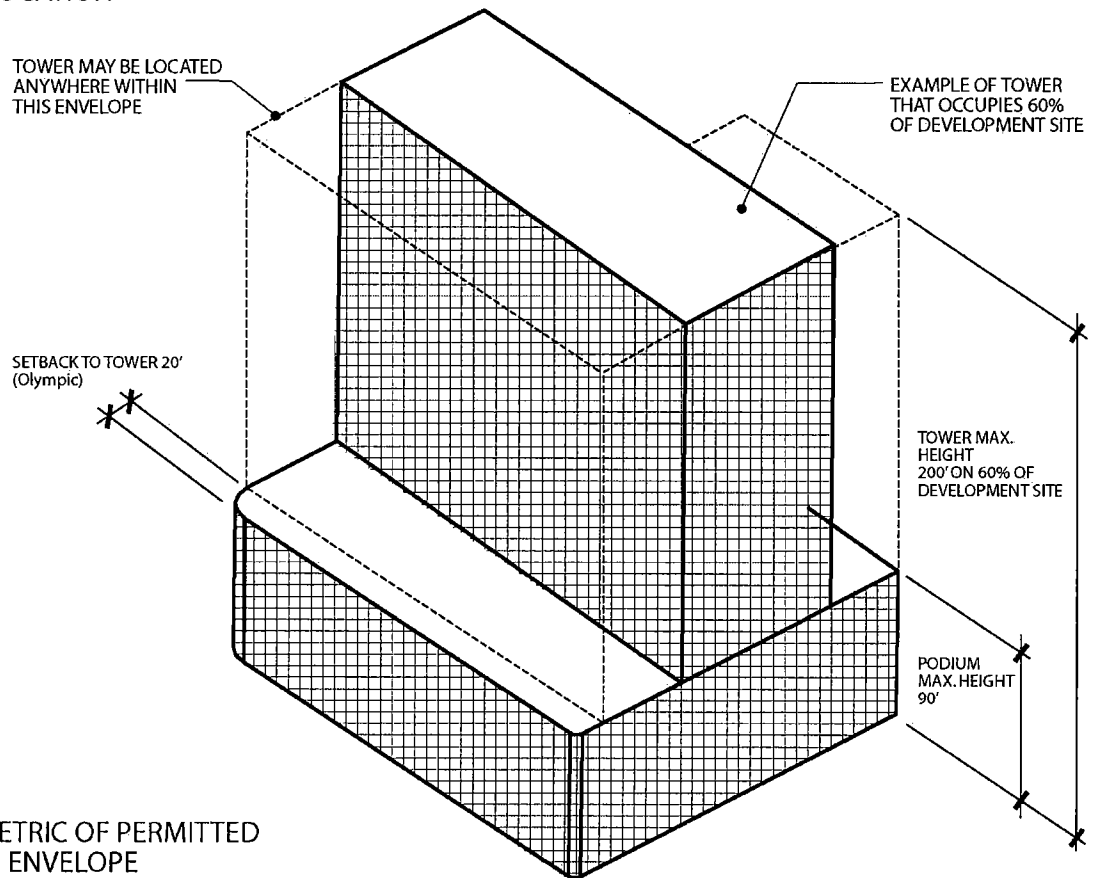


EXHIBIT 4a
ALLOWABLE BUILDING HEIGHT & MASSING
OLYMPIC NORTH SUB-AREA



SUB-AREA LOCATION



AXONOMETRIC OF PERMITTED BUILDING ENVELOPE

Sec. 12. Paragraph (c) of Subdivision 2 of Subsection D of Section 10 of Ordinance No. 174,224 is amended to read:

(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.

Sec. 13. Subdivision 2 of Subsection F of Section 10 of Ordinance No. 174,224 is amended to read:

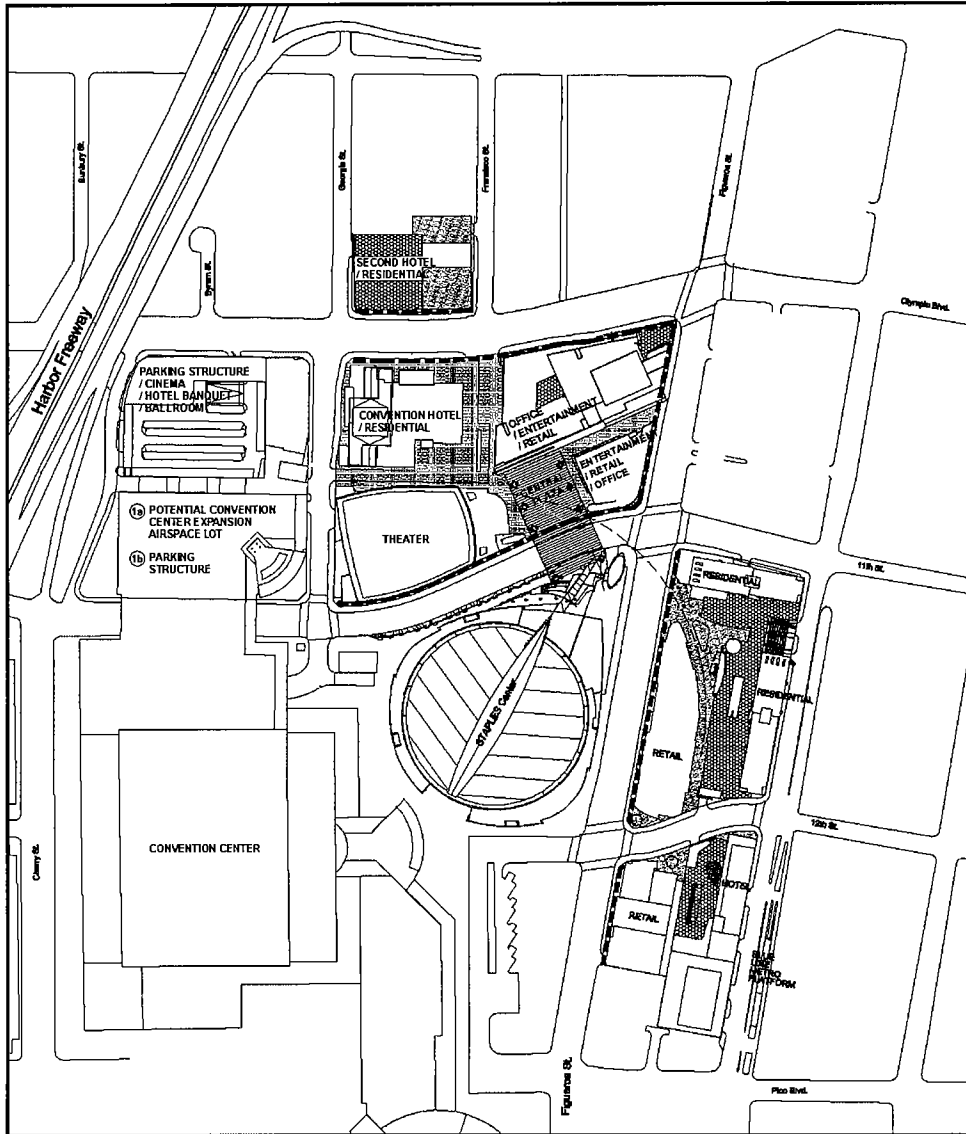
2. Pedestrian Linkages shall consist of attractive hardscape, landscape, lighting improvements, and directional signs. Accordingly, Projects shall provide a public sidewalk width and a Private Setback width, as set forth in Appendix A. In most instances, the public sidewalk shall be 15 feet in width. 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 the building encroachment does not impact pedestrian uses and streetscape trees and other amenities within the Private Setback area.

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)

0 200 400 800



EXHIBIT 5 PEDESTRIAN LINKAGES



Sec. 14. Subdivisions 1, 2 and 3 of Subsection A of Section 12 of Ordinance No. 174,224 are amended to read:

1. Establishments. A maximum of twenty-one establishments, which include but are not limited to, hotels, restaurants, night clubs, theaters or bars, in addition to one establishment that may be allocated either as an on-site or off-site Alcohol Use Approval. 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.

2. Special events. One Alcohol Use Approval shall be allocated to the Central Plaza area for special event purposes. However, in no event may alcoholic beverages be sold or served within the Eleventh Street Pedestrian Area of the Central Plaza area. The Applicant shall provide, or cause to be provided, notice to the Alcohol Advisory Group, of any event in the Central Plaza 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 twenty-one 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, seven shall be purchased from existing State ABC licensed establishments located outside of the Specific Plan area and within the Central City Community Plan Area or the Pico Union I and II Redevelopment Project Areas. For every five Alcohol Use Approvals issued, at least one shall be from among the seven State ABC licenses required to be purchased from existing licensed establishments, as referenced above. In addition to these seven permits, 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 and the Pico Union I and II Redevelopment Project Areas. Further, of the seven State ABC licenses, which are required to be purchased, there shall be a priority to acquire these license from establishments that have created problems in the community, as determined by the State ABC.

Sec. 15. Subsection C of Section 12 of Ordinance No. 174224 is amended to read:

C. Public Hearings by a Zoning Administrator. The Zoning Administrator shall conduct public hearings on at least six of the twenty-four Alcohol Use Approval applications, with particular attention to nightclubs and Sportsbars. The Zoning Administrator shall conduct public hearings on any of the twenty-four Alcohol Use Approvals if problems arise, in consultation with the Los Angeles Police Department (LAPD).

Sec. 16. Section 12 of Ordinance No. 174224 is amended by adding a new Subsection F to read:

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.

Sec. 17. Subsection A of Section 13 of Ordinance No. 174,224 is amended to read:

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 of three permits.

2. Requirements regarding purchase of existing alcoholic beverage licenses. Of the twenty-one 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, seven shall be purchased from existing State ABC licensed establishments located outside of the Specific Plan area and within the Central City Community Plan Area or the Pico Union I and II Redevelopment Project Areas. For every five Alcohol Use Approvals issued, at least one shall be from among the seven State ABC licenses required to be purchased from existing licensed establishments, as referenced above. In addition to these seven 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 and the Pico Union I and II Redevelopment Project Areas. Further, of the seven 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.

Sec. 18. Section 13 of Ordinance No. 174224 is amended by adding a new Subsection F to read:

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.

Sec. 19. Conditions numbered 2, 6, 11, 15 and 19 of Table 1 of Ordinance No. 174,224 are amended to read:

2. The sale of distilled spirits by the bottle, for on-site consumption, is permitted at three 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 distilled 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 applicant, 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 this Specific Plan. Notice of the hearing 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 Zoning Administrator.

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, developed in consultation with

the LAPD. These security personnel shall monitor and patrol areas where establishments selling alcohol for on-site consumption are located. 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.

11. Establishments may serve alcohol 10:00 a.m. - 2:00 a.m., 7 days per week. Mini-bars located within hotel guest rooms shall not be limited in the hours of alcohol service.

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.

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.

(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 six of the twenty-two on-site consumption permits within the Specific Plan area shall be for Restaurant/Cafes.

Sec. 20. Condition number 2 of Table 2 of Ordinance No. 174,224 is amended to read:

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.

Sec. 21. Subdivisions 2 and 3 of Subsection D of Section 14 of Ordinance No. 174,224 are amended to read:

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 arena.
Entertainment	
Theater	1 space/10 seats
Night Club/Sports Bar	1 space/100 square feet
Museum	1 space/100 square feet
Convention Center Use	3.65 space/1,000 square feet
Health Club	1 space/1,000 square feet
Hotel*	
Banquet Room	1 space/100 square feet
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 square feet
Office	1 space/1,000 square feet (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 square feet
Retail	1 space/1,000 square feet
Telecom facility	1 space/10,000 square feet

* 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 space/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 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.

Sec. 22. Section 16 of Ordinance No. 174,224 is amended to read:

Sec. 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 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 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.

(1) Planning Department Sign Off Required. A permit may be issued by LADBS for the following types 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 Sign
- g. Ground Mounted Sign
- h. Temporary Sign in Sign District A-1
- i. Tenant ID Sign
- j. Wall Sign up to 1500 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.

- a. Animated Sign
- b. Building ID 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 Districts A, B or C
- k. Wall Sign greater than 1500 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 Comprehensive Sign 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. Prior to the issuance of any permit by LADBS, the Director shall stamp, sign, and date an approved sign plan to be given to LADBS to ensure consistency in the permitting process.

(b) Sign Application. 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 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 is in keeping with the character of this 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.

(c) 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.

(d) Fee. A sign application submittal shall be accompanied by a fee equal to the fee required for sign reviews pursuant to LAMC Section 19.01 Q. A Comprehensive Sign Plan application submittal shall be accompanied by a fee equal to the fee required for All Other Reviews for Specific Plan Design Review Approval in LAMC Section 19.01 Q.

(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.

(f) 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 this Specific Plan. A Sign Application Compliance approval may be conditioned pursuant to 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, façade coverage, sign type, sign height, and operating hours; and

(4) The proposed signs comply with all applicable sign guidelines found in Appendix A of this 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.

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 a 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.

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.

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 changes 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 that 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 Section 91.6203 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, Roof 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: A measurement taken from the adjacent finished grade to the top of the sign.

Supergraphic Sign: A sign that 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 lighted 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 façade, 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 façade 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 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 3 J of this Specific Plan, LAMC Sections 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 procedures in LAMC Section 91.6205.5. 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 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 LAMC Section 91.6203, 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 the provisions of LAMC Section 91.6205.6 to the contrary, all Signs permitted by this Specific Plan are determined to be exempt from LAMC Section 91.6205.6.1. The total square footage of all Animated Signs and Electronic Message Display Signs located in the Olympic West Subarea 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 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 existed prior to October 21, 2001, and signs authorized by Ordinance No. 172465 shall be permitted to continue pursuant to LAMC Section 91.6206. The sign area of preexisting signs shall count toward sign area allowed by this Specific Plan with the exception of signs authorized by Ordinance No. 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.

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 messages 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 Sign 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 for 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 Districts A-1 and B. In no event shall the combined total amount of square footage of signage in Sign Districts 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.

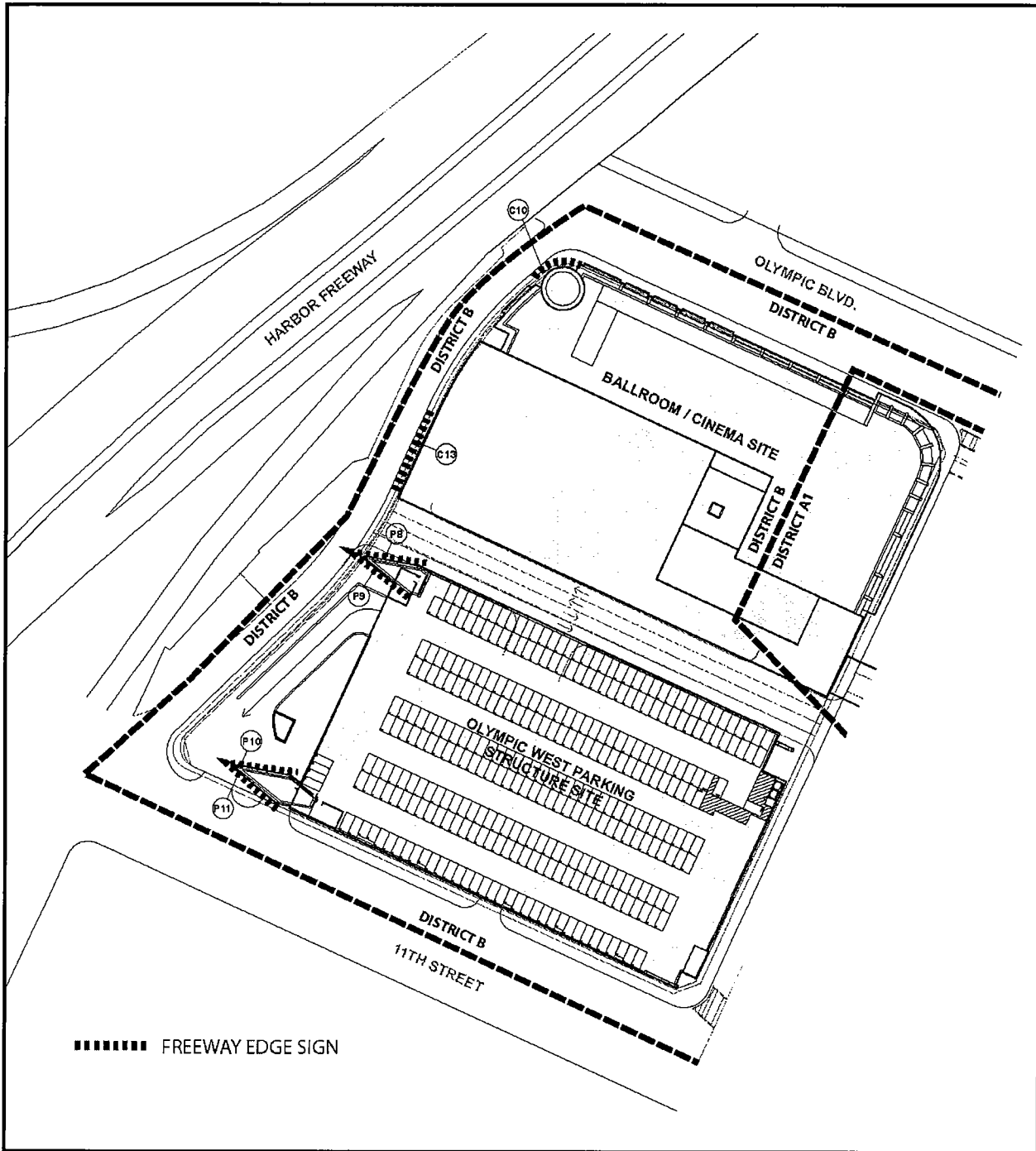
20. Signs Within More Than One Sign District or Vertical Sign Zone. In those instances where a single sign is proposed to cross more than one Sign District or more than one Vertical Sign Zone, the sign shall be permitted and the sign area shall be calculated based upon each applicable district and level 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 façade 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 ten 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.

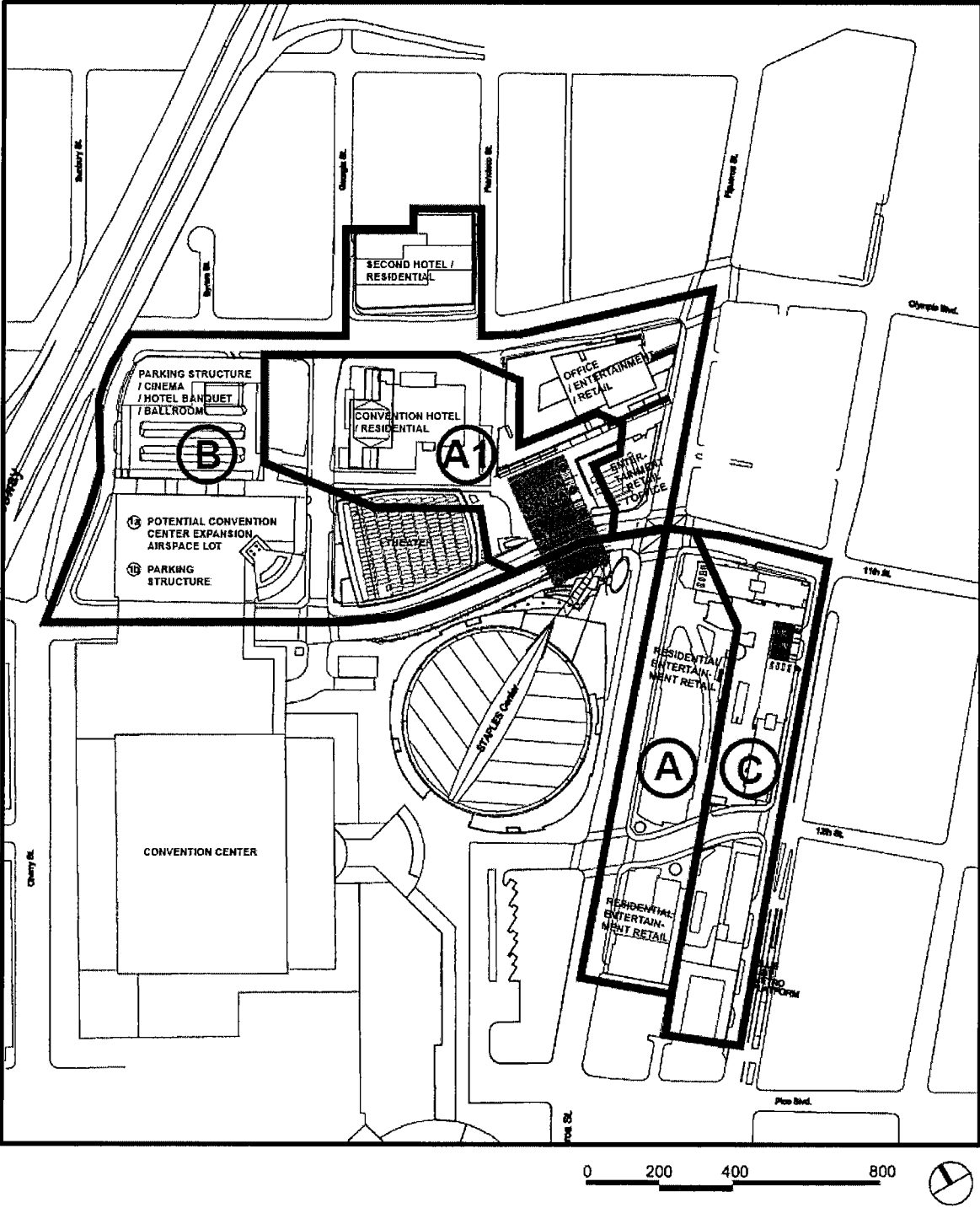
21. Conceptual Signage Map for Olympic East, West and North Subareas.

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 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.

MAP 7
FREEWAY EDGE SIGN LOCATIONS



MAP 8 SIGN DISTRICTS



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 and 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 foot - 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 Plaza Tower Signs and Freeway Edge Signs shall not be based upon façade 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 that are illuminated or are animated shall be limited in their hours of operation as set forth in Table 4, 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)

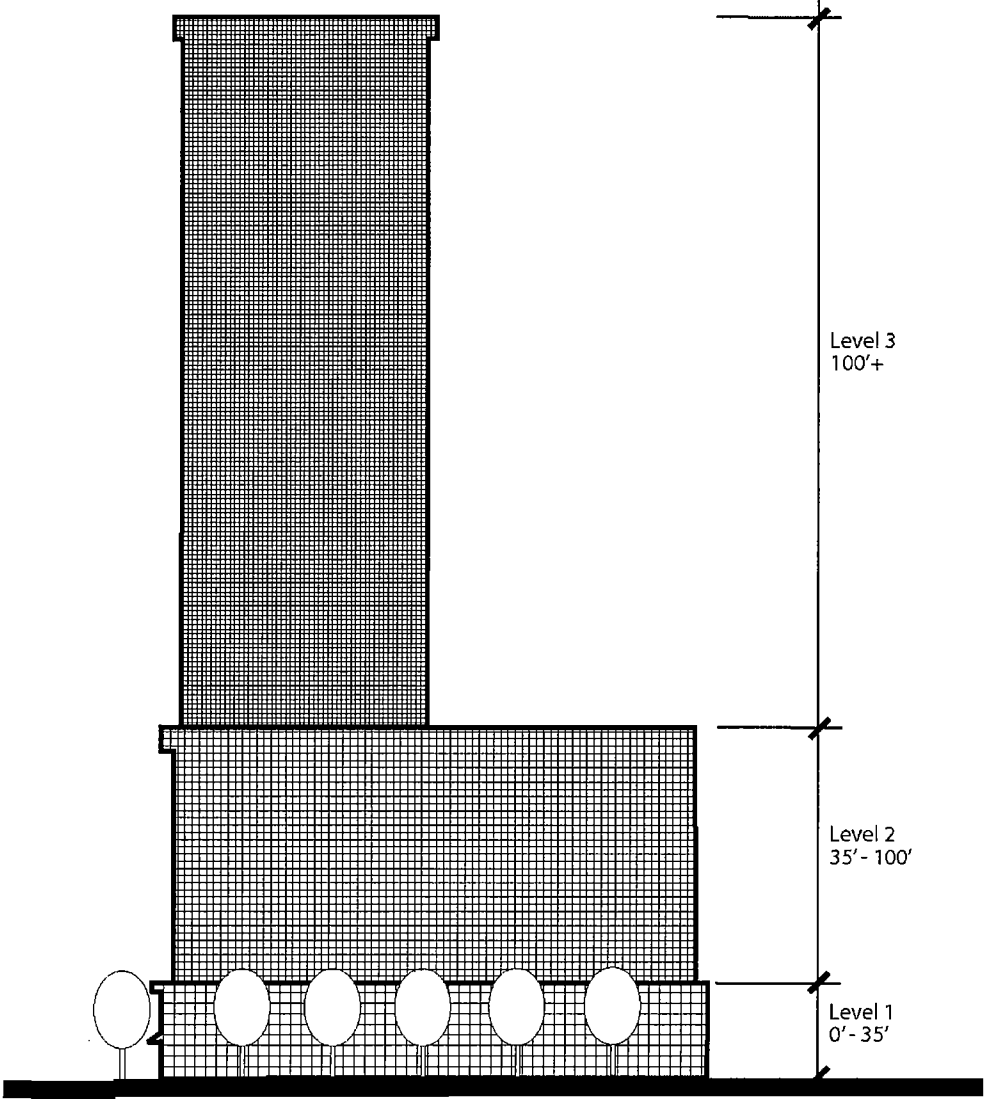
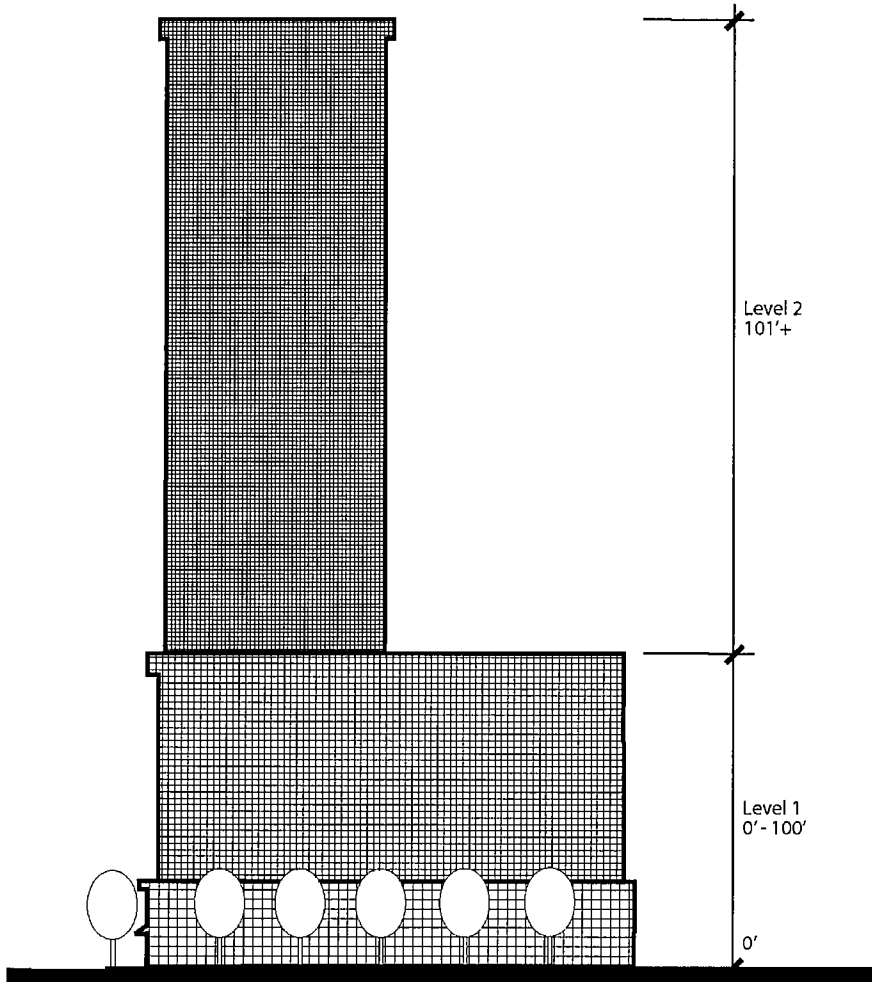


EXHIBIT 6-B
VERTICAL SIGN ZONES
(Applies to Sign District A-1)



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

	<i>NON-ANIMATED SIGNS</i>	<i>ANIMATED SIGNS</i>
Aerial View Sign	Yes	No
Architectural Ledge Sign	Yes	No
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 sf sign area ²
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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.

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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*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.

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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*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.

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.

Sec. 23. Sections 18 and 19 of Ordinance No. 174,224 are amended by renumbering them in order as Sections 19 and 20.

Sec. 24. Ordinance No. 174,224 is amended by adding a new Section 18 to read:

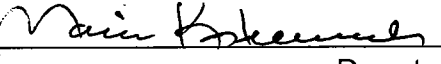
Sec. 18. INTERPRETATION. Whenever any ambiguity or uncertainty exists related to this Specific Plan or the application of this Specific Plan so that it is difficult to determine the precise application of these provisions, the Director shall, upon application by an owner, operator or lessee, issue written interpretations on the requirements of the Specific Plan consistent with the purpose and intent of this Specific Plan.

(124980)

Sec. 25. The City Clerk shall certify to the passage of this ordinance and have it published in accordance with Council policy, either in a daily newspaper circulated in the City of Los Angeles or by posting for ten days in three public places in the City of Los Angeles: one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; and one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

I hereby certify that the foregoing ordinance was introduced at the meeting of the Council of the City of Los Angeles DEC 0 1 2006, and passed at it's meeting of DEC 1 2 2006.

FRANK T. MARTINEZ, City Clerk

By 
Deputy


DEC 1 4 2006

Approved _____


Mayor

Approved as to Form and Legality

ROCKARD J. DELGADILLO, City Attorney

By 
SHARON SIEDORF CARDENAS
Assistant City Attorney



Date December 5, 2006

File No. CF 06-2713; CPC 2006-7109 DA-SP-ZC

Pursuant to Charter Section 559, I
approve this ordinance on behalf of the
City Planning Commission and
recommend that it be adopted

December 5, 2006

See attached report


S. Gail Goldberg
Director of Planning 

DECLARATION OF POSTING ORDINANCE

I, MARIA C. RICO, state as follows: I am, and was at all times hereinafter mentioned, a resident of the State of California, over the age of eighteen years, and a Deputy City Clerk of the City of Los Angeles, California.

Ordinance No. 178134 - Amending Ordinance No. 174224, known as the Los Angeles Sports and Entertainment District Specific Plan, for a portion of the Central City Community Plan area - CPC 2006-7109 DA-SP-ZC - a copy of which is hereto attached, was finally adopted by the Los Angeles City Council on **December 12, 2006**, and under the direction of said City Council and the City Clerk, pursuant to Section 251 of the Charter of the City of Los Angeles and Ordinance No. 172959, on **December 18, 2006** I posted a true copy of said ordinance at each of three public places located in the City of Los Angeles, California, as follows: 1) one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; 2) one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; 3) one copy on the bulletin board located at the Temple Street entrance to the Hall of Records of the County of Los Angeles.

Copies of said ordinance were posted conspicuously beginning on **December 18, 2006** and will be continuously posted for ten or more days.

I declare under penalty of perjury that the foregoing is true and correct.

Signed this **18th** day of **December 2006** at Los Angeles, California.



Maria C. Rico, Deputy City Clerk

Ordinance Effective Date: January 27, 2007 **Council File No.** 06-2713