

ORDINANCE NO. 174224

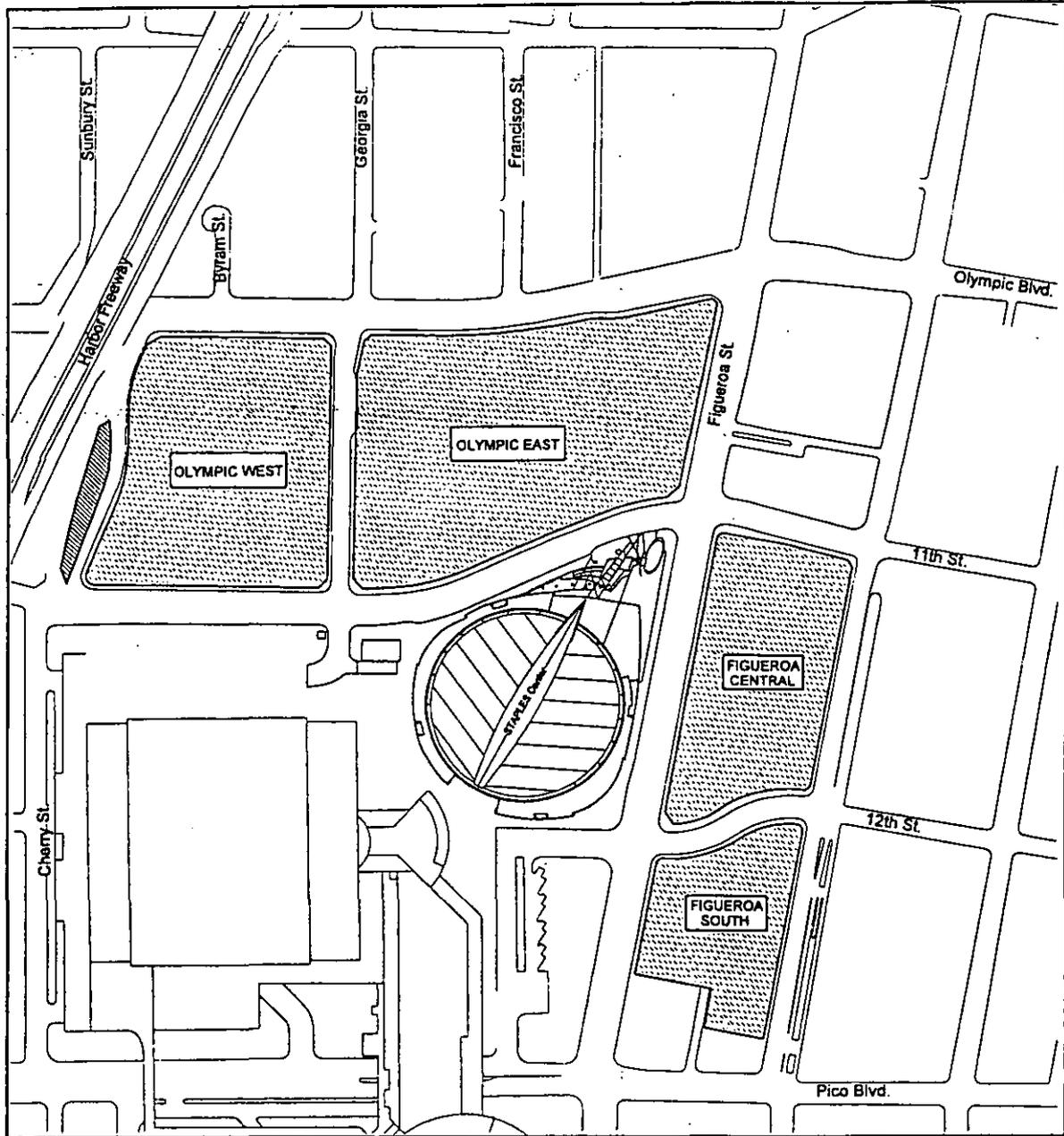
An ordinance establishing a Specific Plan, known as the Los Angeles Sports and Entertainment District Specific Plan, for a portion of the Central City Community Plan area.

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

Section 1. ESTABLISHMENT OF THE LOS ANGELES SPORTS AND ENTERTAINMENT DISTRICT SPECIFIC PLAN.

A. 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, as shown upon the following Map 1 within the heavy dashed lines:

MAP 1:
BOUNDARIES OF SPECIFIC PLAN AREA



Sec. 2. PURPOSES.

This Specific Plan is intended to:

- A.** Provide regulatory controls and incentives for the systematic and incremental execution of that portion of the General Plan which relates to this geographic area and to provide for public needs, convenience and general welfare as the development of such area necessitates;
- B.** Assure orderly development and appropriate capacity of public facilities for the intensity and design of development by establishing general procedures for development within the Specific Plan area;
- C.** Provide continued and expanded development of the site as a major entertainment/mixed-use development providing hotel, retail, entertainment, residential (including residential condominium units), live theaters, movie theaters, sound stages, office, medical clinic/sports medicine center, tourism, and similar or related uses within the Specific Plan area, in conformance with the goals and objectives of local and regional plans and policies;
- D.** Expand the economic base of the City, by providing additional employment opportunities and additional revenues to the region;
- E.** Enhance the existing Convention Center and STAPLES Center development, by providing a convention 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 the current designated parking for the STAPLES Center and allows for the redesignation of Arena parking, all pursuant to the Reciprocal Easement Agreement among the City of Los Angeles, the Community Redevelopment Agency of the City of Los Angeles and the LA Arena Land Company, Inc.

Sec. 3. RELATIONSHIP TO THE LOS ANGELES MUNICIPAL CODE.

- A.** The regulations of this Specific Plan are in addition to those set forth in the planning and zoning provisions of the Los Angeles Municipal Code (LAMC), Chapter 1 as amended, and any other relevant ordinances, and do not convey any rights not otherwise granted under the provisions and procedures contained in the Code or other ordinances, except as specifically provided for here.

B. Wherever this Specific Plan contains provisions which establish regulations (including, but not limited to, standards such as densities, heights, uses, parking, signage, open space and landscape requirements), which are different from, more restrictive or more permissive than would be allowed pursuant to the provisions contained in the LAMC, this Specific Plan shall prevail and supersede the applicable provisions of the LAMC and those relevant ordinances.

C. Site Plan Review Ordinance. Approvals pursuant to LAMC Sections 16.05 and 12.24 U 14 are not required for Projects within this Specific Plan area, because the Specific Plan supersedes those sections.

D. Commercial Corner and Mini-Shopping Centers Ordinance. Approvals pursuant to LAMC Sections 12.22 A 23 and 12.24 W 27 are not required for Projects within this Specific Plan area, because the Specific Plan supersedes those sections.

E. Developments Combining Residential and Commercial Uses. Approvals pursuant to LAMC Sections 12.24 W 19 are not required for Projects within this Specific Plan area, because the Specific Plan supersedes those sections.

F. Floor Area Averaging. Approvals pursuant to LAMC Sections 12.22 A 18, 12.24 V 2 and 12.24 W 15 are not required for Projects within this Specific Plan area, because the Specific Plan supersedes those sections.

G. Hotels When Located Within 500 Feet of an A or R Zone. Approvals pursuant to LAMC Section 12.24 W 24 are not required for Projects within this Specific Plan area, because the Specific Plan supersedes that section.

H. Transfer of Floor Area. Approvals pursuant to LAMC Article 4.5, *et seq.*, are not required for Projects within this Specific Plan area, because the Specific Plan supersedes that Article.

I. Open Space Requirements. Approvals pursuant to LAMC Section 12.21 G are not required for Projects within this Specific Plan area, because the Specific Plan supersedes those sections.

J. Sign Ordinance. This Specific Plan shall supersede the city-wide sign regulations in the LAMC that address types of signs permitted, sign heights, maximum sign area permitted, sign face, location of signs including freeway exposure and spacing between signs, illumination of signs, permitted sign devices, projection of signs and combination of signs. The Sign regulations contained in this Specific Plan shall supersede those restrictions or prohibitions established by Interim Control Ordinance No. 173,681, and any extensions.

K. Guest Rooms and Dwelling Unit Densities. This Specific Plan shall supersede any regulations in the LAMC which address the number of guest rooms or dwelling units permitted within the buildable area of a lot, for purposes of determining permitted density.

L. Conditional Use Permit for Alcoholic Beverages. Approvals pursuant to LAMC Sections 12.24 W 1 and 12.24 X 2 are not required for the sale of alcohol specifically authorized in Section 12 and 13 of this Specific Plan, because the Specific Plan supersedes those sections.

M. Conditional Use Permit for Drive-Through Establishments. Approvals pursuant to LAMC Section 12.24 W 17 are not required for Projects within this Specific Plan area, because the Specific Plan supersedes that section.

N. Telecommunications. Approvals pursuant to LAMC Section 12.24 W 49 are not required for Projects within this Specific Plan area, because the Specific Plan supersedes that section..

O. Other Uses permitted by Conditional Use Permit Pursuant to LAMC Section 12.24, et seq. These approvals shall be processed in accordance with the procedures established in Section 12.24.

Sec. 4. DEFINITIONS.

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

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

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

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

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

Convention Center Expansion Parcel. Development Site 1a in the Olympic West Subarea of this Specific Plan, as noted on the Specific Plan Land Use Map 2.

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

Development Agreement. A development agreement, authorized pursuant to California Government Code Section 65864, *et seq.*, entered into by the City of Los Angeles, the LA Arena Land Company, Inc, and Flower holdings, LLC., in September of 2001, relating to, among other things, the Specific Plan area.

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

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

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

Eleventh Street Pedestrian Area. That area within the public right-of-way of Eleventh Street, between Figueroa Street and Georgia Street, as shown on Map 2, and which is designated in this Specific Plan for pedestrian activity during specified times.

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

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

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

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

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

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

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

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

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

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

LASED. Los Angeles Sports and Entertainment District Specific Plan.

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

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

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

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

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

Private Setback. That portion of a lot located adjacent to the public sidewalk area, which may be used for landscaping, outdoor dining or uses which incorporate non-permanent and non-habitable structures.

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

A Project shall not include the following:

(1) Demolition;

(2) Interior remodeling of a building, or the change of use of a building or land or the relocation of existing uses, so long as the remodeling, change of use or relocation is consistent with the Environmental Equivalency Matrix, unless the interior remodeling, change of use or relocation:

(a) changes the footprint of a building by more than 10% in area;
or

(b) increases the Floor Area by more than ten percent and exceeds 50,000 additional square feet of Floor Area within a lot; or

(3) Exterior remodeling of a building, unless the aggregate value of the work, in any one 24-month period, is greater than 50 percent of the replacement

value of the building or structure before the alterations or additions, as determined by the Department of Building and Safety; or

(4) Notwithstanding LAMC Section 12.23 A 4, the rehabilitation or reconstruction of a conforming or nonconforming building or structure which was damaged or destroyed by fire, flood, wind, earthquake or other natural or man-made disaster.

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

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

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

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

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

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

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

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

Sec. 5. PROHIBITION.

A. Project Permit Compliance Review.

1. No grading permit, foundation permit, building permit, or use of land permit shall be issued for any Project on any lot located in whole or in part within the Specific Plan area, unless the Director has issued a Project Permit Compliance Review approval pursuant to the procedures set forth in LAMC Section 11.5.7. In issuing a Project Permit Compliance, the Director's review shall determine whether an individual Project is in compliance with those regulations, guidelines and mitigation measures which are set forth in this Specific Plan.

2. The Director shall consult with the Administrator of the Community Redevelopment Agency, prior to issuance of a Project Permit Compliance Review Approval.

3. Any Project which utilizes an Environmental Equivalency Transfer shall be reviewed by the Director to determine if it exceeds any of the environmental thresholds set forth in Appendix D. If the Project does not exceed any of the environmental thresholds set forth in Appendix D, the Director shall then review the Project pursuant to the Project Permit Compliance Review. If the Project does exceed any of the environmental thresholds set forth in Appendix D, additional environmental review shall be required.

4. The prohibition in Subdivision 1 shall not apply to any construction for which a permit is required in order to comply with an order issued by the Department of Building and Safety to repair or replace an unsafe or substandard condition.

B. Maximum Permitted Floor Area. The maximum total permitted Floor Area within the Specific Plan area shall not exceed 3,750,000 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	1,590,000
Retail/Entertainment/Restaurant/Convention Center	1,095,000
Office/Sports Medicine Center	75,000
Residential	870,000
Health Club/Sports Club	<u>120,000</u>
Total Square Footage	3,750,000

D. Land area subject to easements granted pursuant to Section 10 F 2 shall be counted as buildable area for purposes of determining maximum floor area ratio.

Sec. 6. LAND USE EQUIVALENCY TRANSFERS.

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

B. Limitations.

1. The land use designated on all portions of the Development Site may be exchanged for another land use, so long as the new use is otherwise permitted by this Specific Plan and the Floor Area of the new use is in conformance with the Land Use Equivalency Matrix. In no event shall the maximum permitted Floor Area exceed 3,750,000 square feet.

2. In no event shall there be fewer than 500 dwelling units (approximately 543,750 square feet) at build out constructed within the Specific Plan area. Therefore, no Equivalency Transfer shall be permitted which would conflict with this requirement.

3. In no event shall there be fewer than 1,400 hotel rooms (approximately 1,236,200 square feet) at build out constructed within the Specific Plan area. Therefore, no Equivalency Transfer shall be permitted which would conflict with this requirement.

4. Notwithstanding Subdivisions 1, 2 and 3, development on the Convention Center Expansion Parcel shall be limited to 250,000 square feet of development for Convention Center Expansion Uses, surface parking, or construction staging, unless the Director of Planning determines that construction staging will interfere with Convention Center Expansion Uses. In the event the development of the Convention Center Expansion does not occur within twenty years from the effective date of this Specific Plan, 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, surface parking or construction staging, unless the Director of Planning determines that construction staging will interfere with the development of the Convention Center Hotel Parcel. Any hotel

constructed on this site shall contain a minimum of 1,200 rooms. In the event the development of the Convention Center Hotel does not occur within twenty years from the effective date of this Specific Plan, the Significant Hotel Parcel may be used for any other use permitted by this Specific Plan.

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

To this land use⇒										
From this land use↓	Hotel ²	Live Theater	Entertainment	Museum/ Visitor Attraction	Restaurant	Retail	Health Club	General Office	Medical Office	Residential ⁶
Hotel ¹	NA	16.111	0.397	0.183	0.088	0.144	0.104	0.201	0.114	0.821 ³
Live Theater	0.062	NA	0.025	0.011	0.006	0.009	0.007	0.013	0.007	0.076
Entertainment	2.519	40.330	NA	0.459	0.221	0.361	0.263	0.507	0.286	3.068
Museum/Visitor Attraction	7.193	115.889	2.873	NA	0.632	1.034	0.749	1.407	0.821	8.764
Restaurant	11.379	183.444	4.521	2.086	NA	1.634	1.187	2.292	1.300	13.866
Retail	6.966	112.111	2.767	1.275	0.612	NA	0.727	1.403	0.794	8.487
Health Club	9.600	154.667	3.808	1.759	0.843	1.376	NA	1.931	1.096	11.698
General Office	4.972	80.111	1.973	0.911	0.436	0.713	0.518	NA	0.577	6.059
Medical Office	8.762	141.167	3.500	1.605	0.770	1.259	0.913	1.762	NA	10.679
Residential ⁵	1.219 ⁴	13.222	0.326	0.150	0.072	0.118	0.086	0.165	0.094	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 0.612, i.e. 75,000 sf of retail uses could be replaced with 45,900 sf of restaurant uses (75,000 sf x 0.612) without increasing the number of trips.

¹ Ratios are conversion factors from rooms to 1,000 sf.

² Ratios are conversion factors from 1,000 sf to rooms.

³ Ratios are conversion factors from rooms to DU's.

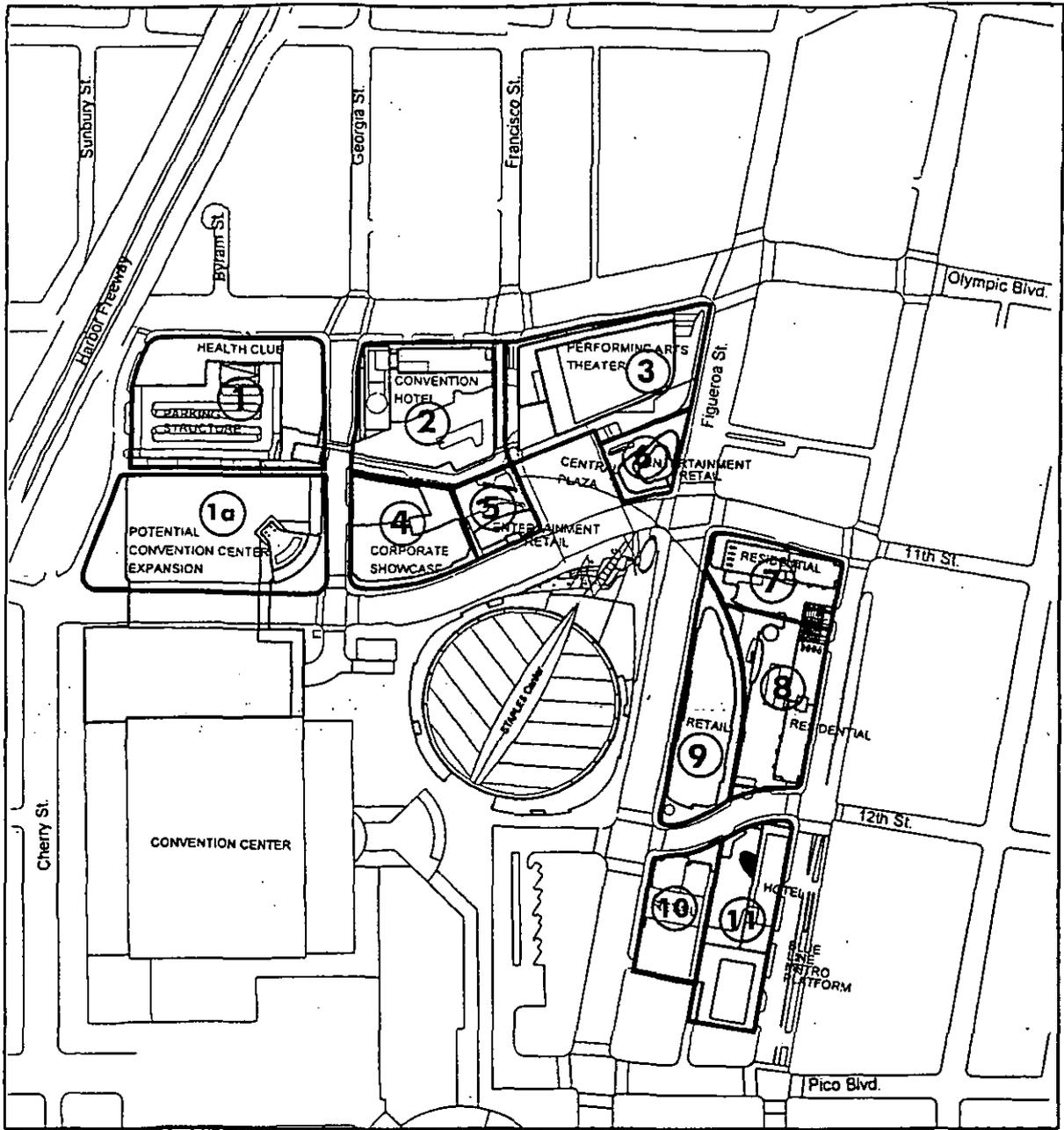
⁴ Ratios are conversion factors from DU's to rooms.

⁵ Ratios are conversion factors from DU's to 1,000 sf.

⁶ Ratios are conversion factors from 1,000 sf to DU's.

Source: The Mobility Group

MAP 2 SPECIFIC PLAN LAND USE MAP



DEVELOPMENT SITE	USE						TOTAL GBA (SF)
	Convention Ctr. Exp. (SF)	Health Club (SF)	Hotel (SF)	Office/Sports Med. Ctr. (SF)	Residential (SF)	Retail/Ent./Restaurant (SF)	
1		120,000					120,000
1a	250,000						250,000
2			1,060,000 *			15,000	1,075,000
3						350,000	350,000
4				75,000		65,000	140,000
5						30,000	30,000
6						45,000	45,000
7					435,000	50,000	485,000
8					435,000	85,000	520,000
9						95,000	95,000
10						75,000	75,000
11			530,000 **			35,000	565,000
Total GBA (SF)	250,000	120,000	1,590,000	75,000	870,000	845,000	3,750,000

Total Specific Plan

1,800 rooms

800 DU

* 1,200 rooms
** 600 rooms

Sec. 7. Annual Report. The Director and the General Manager shall prepare and submit an Annual Report to the Area Planning Commission in August of each year following the adoption of this Specific Plan. The Report shall include: the number, type and square footage of Projects issued a Project Permit Compliance Review approval and the status of these Projects; any Transfers of Floor Area; the total number of parking spaces developed; annual TMO (as required by Section 14 C 1) report; and recommendations for modifications to any of the Appendices. In the event the City approves a Development Agreement between the City of Los Angeles and the property owner for this Specific Plan area, the annual report requirement in the Development Agreement shall be substituted for the Annual Report required by this Specific Plan.

Sec. 8. DIRECTOR REVIEW OF EXTERIOR REMODELING OF EXISTING BUILDINGS.

A. Director's Authority. The Director shall review the exterior remodeling of existing buildings, for compliance with the following design guidelines set forth in Appendix A, as applicable: architectural character; articulation and fenestration; material and colors; and lighting. The Director shall have the authority to review a proposed exterior remodeling and determine if it is compliance with the Specific Plan.

B. Time Limit. The Director shall complete this review within ten days from the date a complete application is submitted by the Applicant and is deemed complete by the City Planning Department.

C. Appeal. The procedure for processing appeals of Director's determinations on exterior remodeling of existing buildings shall be the same as those set forth for Project Permit Compliance Review determinations.

Sec. 9. LAND USE.

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

B. Podium Height/Tower Height Limits. Each lot within the Specific Plan includes Podium Height/Tower Height (Height) limits as provided for in Section 10.

C. Permitted Uses. The use regulations of the C2 Zone, as specified in LAMC Section 12.14 and the use of that portion of the M1 Zone as specified in LAMC Section 12.17.6 A 4 (assemblies of more than 3,000 individuals) shall apply to all lots in the LASED Zone, which are located within the Specific Plan area. In addition, the following uses shall be permitted:

1. **Outdoor Eating Areas.** Notwithstanding LAMC Section 12.14 A 1(a)(10), outdoor eating areas on all floors of buildings, Private Setback areas and on public sidewalk areas, in compliance with all other applicable local, state and federal code requirements. Outdoor eating areas shall be designed in accordance with Urban Design Guidelines set forth in Appendix A.
2. **Outdoor Vendor Carts.** These uses shall be permitted within the Specific Plan area and within the Eleventh Street Pedestrian Area when Eleventh Street is not used for vehicular traffic. At no time shall there be more than 300 outdoor vendor carts operated within the Eleventh Street Pedestrian Area.
3. **Transit Stations and Related Facilities and Uses.**
4. **Alcohol Use Approvals for the Sale and Service of Alcoholic Beverages for On-Site Consumption, Including Restaurants, Cafes, Hotels, Nightclubs, Cabarets, Comedy Clubs, Dance Clubs, Sports Bars and Similar Uses, and Within the Central Plaza.** Twenty-one Alcohol Use Approvals for on-site consumption shall be permitted and subject to the restrictions set forth in Section 12.
5. **Dancing and Live Entertainment.** While permitted by this Specific Plan, these uses must still have dancing/live entertainment permits from the Los Angeles Police Commission, if applicable or required by the LAMC.
6. **Alcohol Use Approvals for the Sale of Alcoholic Beverages for Off-Site Consumption.** Three Alcohol Use Approvals for off-site consumption shall be permitted and subject to the restrictions set forth in Section 13.
7. **Entertainment and Commercial Recreation Uses and Establishments Including Billiards, Bowling Alleys, Live Theaters, Museums, Cinemas, Electronic/Game Arcades, Family Entertainment Centers, In-Line and Ice Skating Rink and Similar Uses.**
8. **Special Events and Temporary Uses Including Carnivals, Circuses, Parades, Street Fairs and Festivals, Outdoor Performances, TV/Movie Stages and Sets and Other Similar Uses, So Long as the Use Is Consistent with the Provisions in Section 11 B.**
9. **Surface and Structured Parking Lots (Including Those at Grade, Above Grade and Subterranean).**
10. **Telecom Facilities, Including Transmission, Switching Stations, Uplinks and Satellite Dishes.** Telecom facilities shall be permitted within any

floor of a building except the first floor, unless that first floor telecom facility pertains to movie, television, theatrical or music studio uses. Exterior satellite dishes shall be either screened from view or shall be incorporated into the architectural design and character of the building.

11. Motion Picture, Television and Broadcast Studios, Indoor or Outdoor Stages and Sets, Video and Media Production.

12. Hotels Located Within 500 Feet of an R Zone, which May Also Contain Residential Condominiums.

13. Public Artwork.

14. Mixed-Use Developments, which May Include Residential, Hotel, Retail, Entertainment, Office or Other Uses Permitted by this Specific Plan.

15. Klieg Lights and Laser Beams.

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

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

18. Child Care.

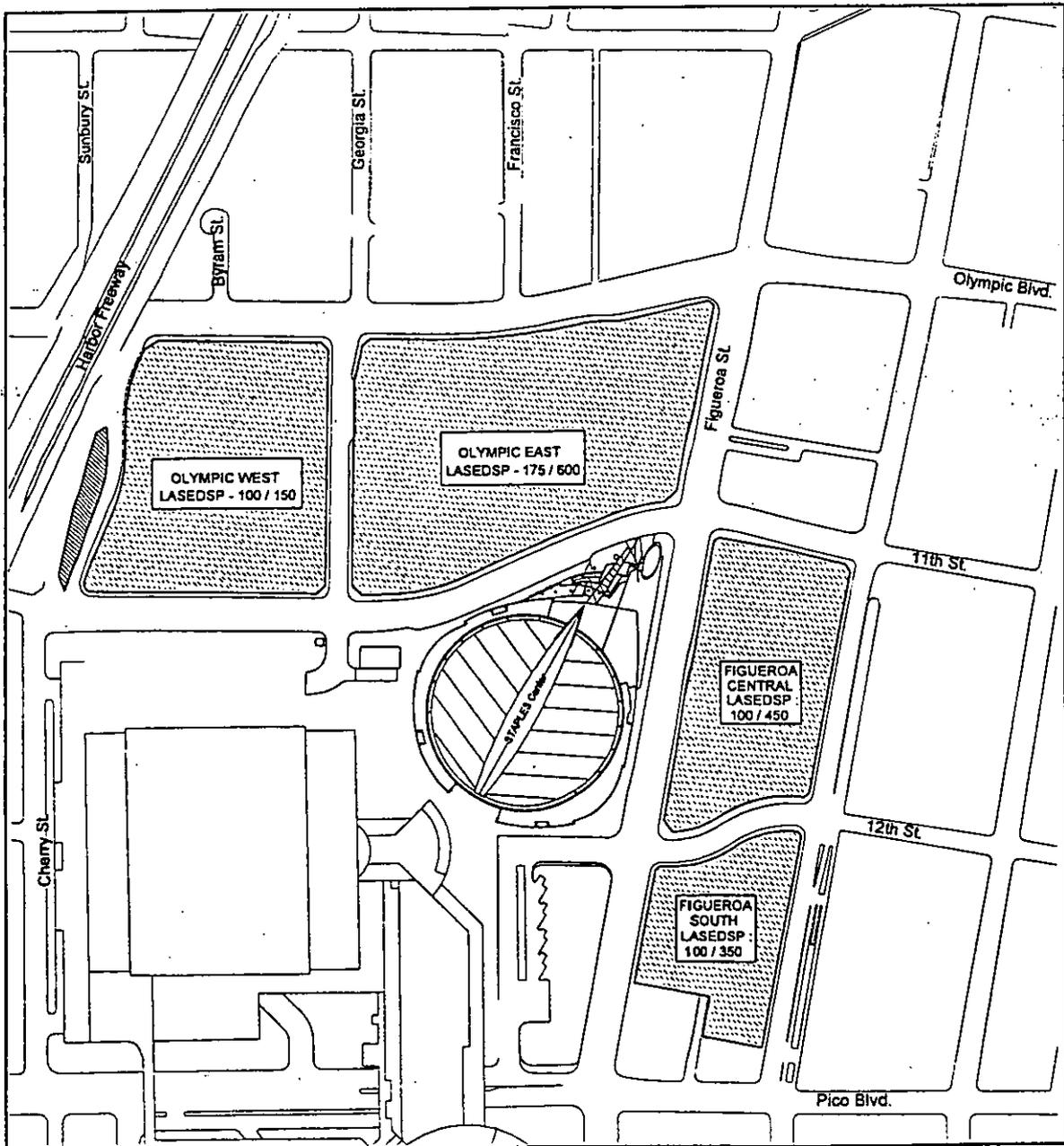
D. Prohibited Uses. The following uses, when located within the Specific Plan Area and within 1,500 feet of the intersection of Figueroa Street and Eleventh Street, as indicated on Map 4, shall be prohibited:

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

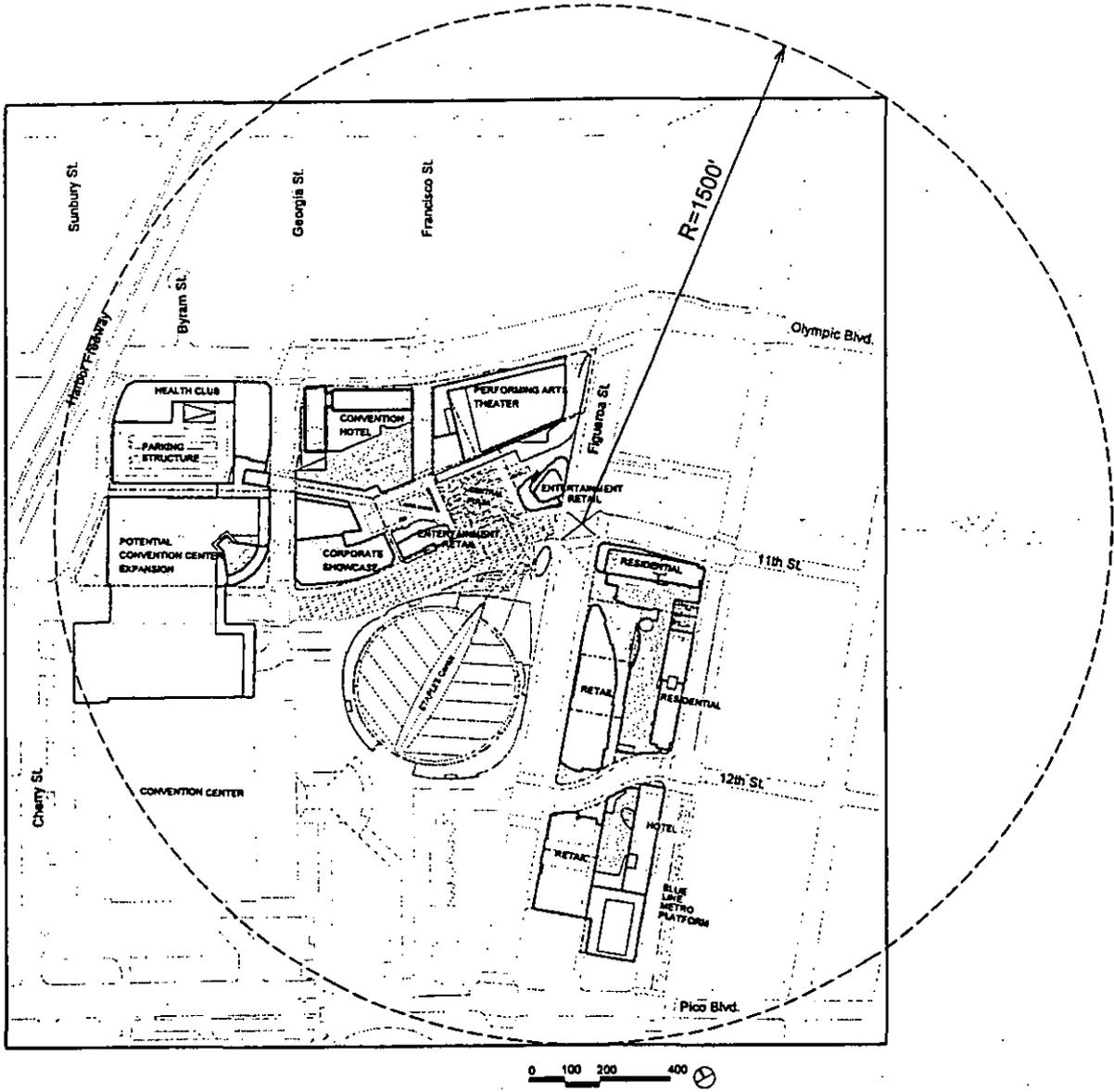
E. Yard and Setback Regulations. Notwithstanding the requirements set forth in the LAMC, no Project shall be required to provide front, side or rear yards or building

setbacks. A Project shall be required to provide a Private Setback, as defined by this Specific Plan, and as required in Appendix A.

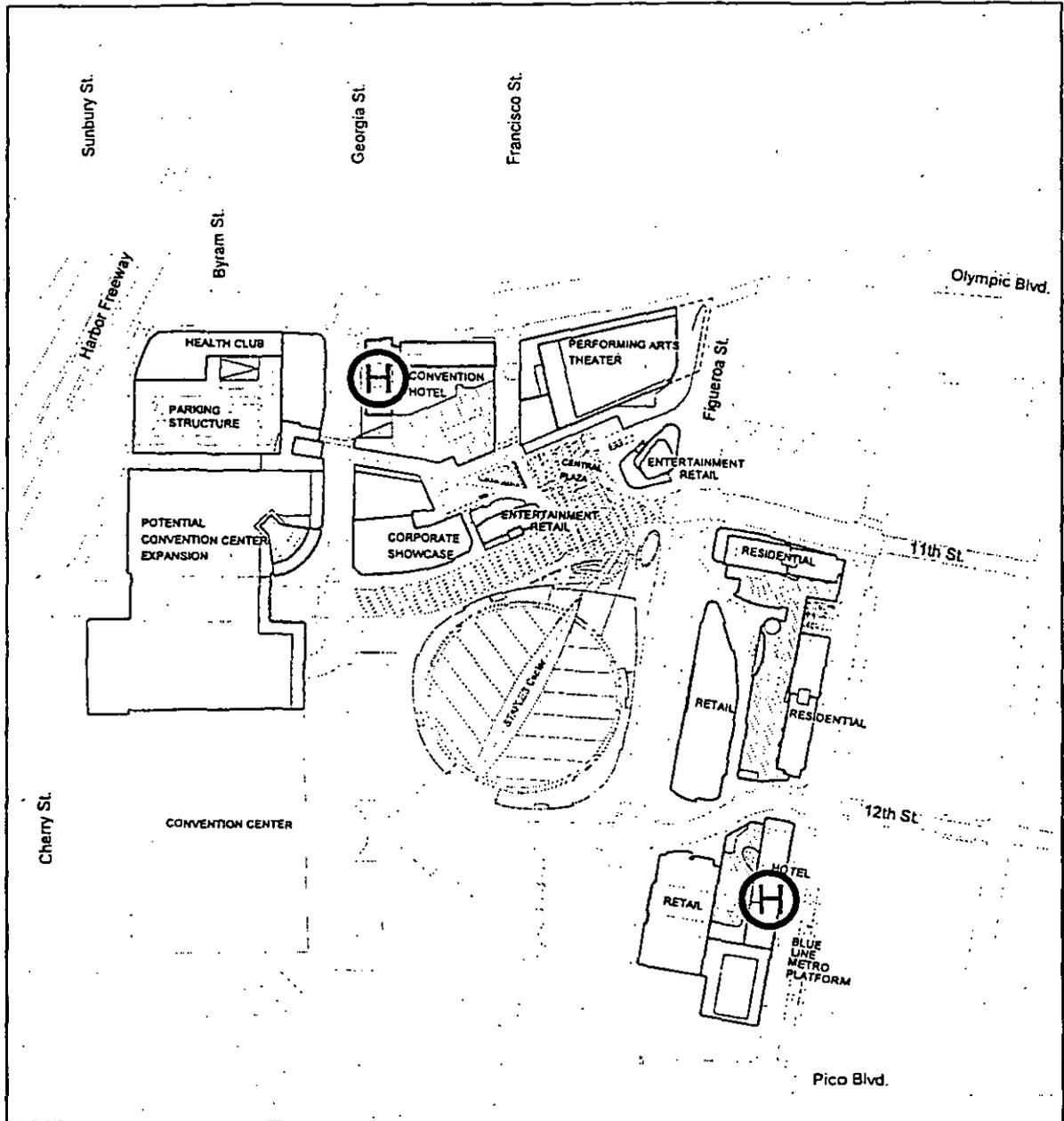
MAP 3 :
SUB AREAS



MAP 4:
PROHIBITED USE AREA



MAP 5: CONCEPTUAL HELISTOP LOCATIONS



Sec. 10. URBAN DESIGN REGULATIONS.

A. Building Height and Massing.

1. Olympic West Subarea. The maximum permitted height of any Project on a lot within the Olympic West Subarea, as shown on Map 3 and Diagram 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 600 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 which is adjacent to 11th Street.

3. 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 450 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 100 feet and up to 350 feet in height shall not exceed 15% of the total land area within the Subarea and the combination of all Towers which are over 350 feet and up to 450 feet in height

shall not exceed 10% 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 which is adjacent to Figueroa Street.

4. 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:

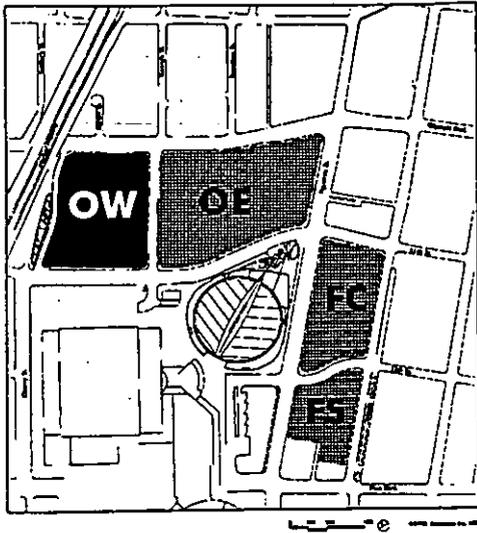
Podium Height: Podiums shall not exceed 100 feet in height.

Tower Height: Towers shall not exceed 350 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 which is adjacent to Figueroa Street.

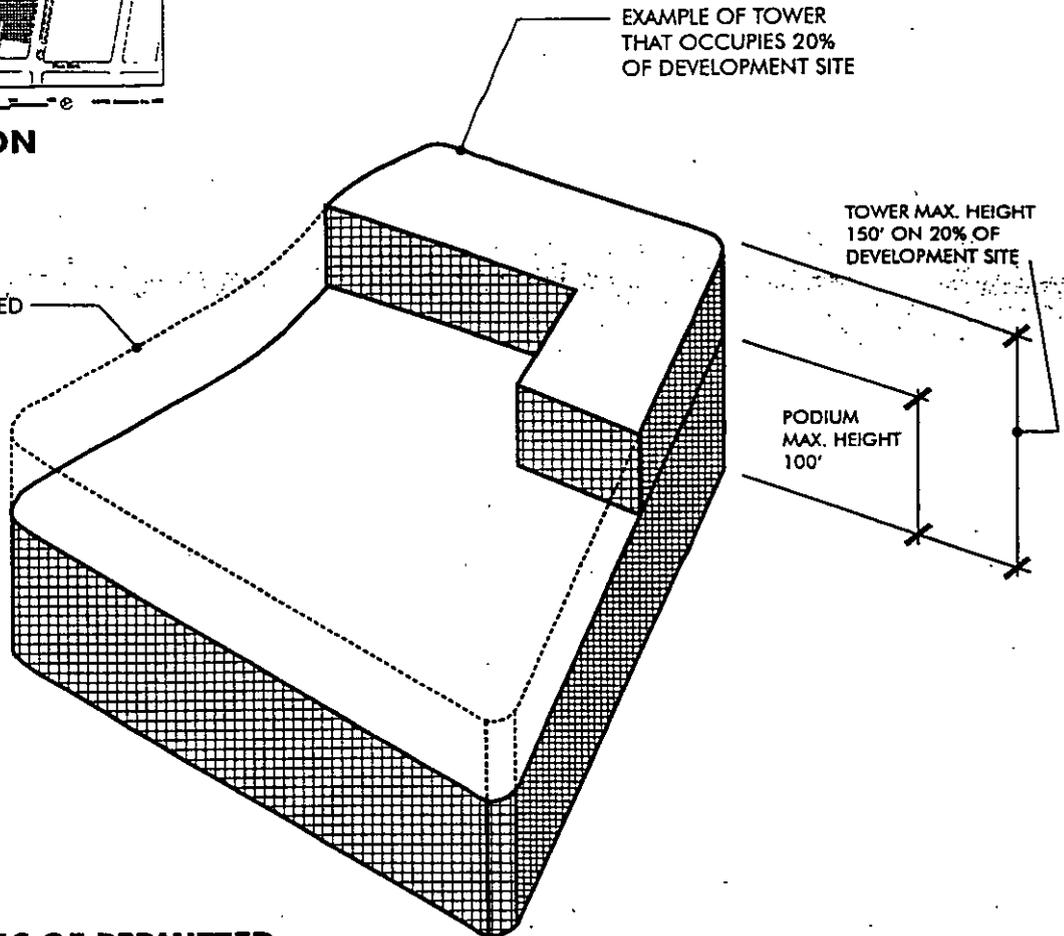
B. Urban Design Guidelines. Projects shall comply with the Urban Design Guidelines specified in Appendix A. The City Planning Commission may revise the Urban Design Guidelines after notice and hearing.

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



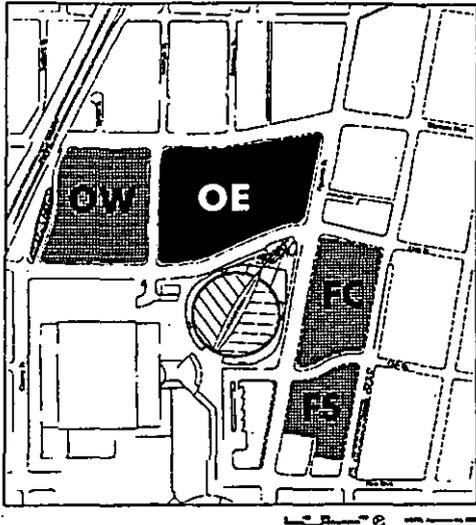
SUB-AREA LOCATION

TOWER MAY BE LOCATED
ANYWHERE WITHIN
THIS ENVELOPE

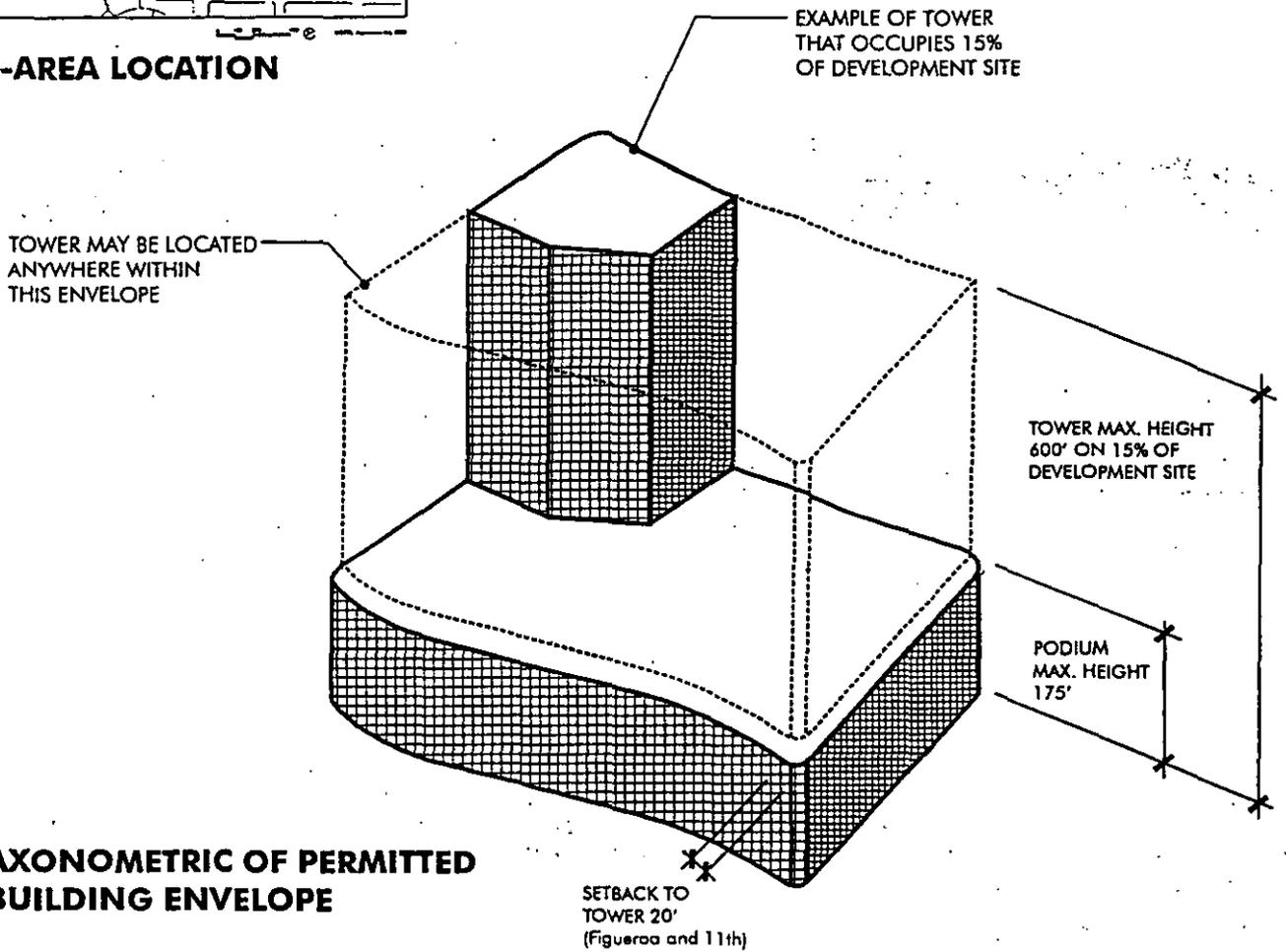


**AXONOMETRIC OF PERMITTED
BUILDING ENVELOPE**

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

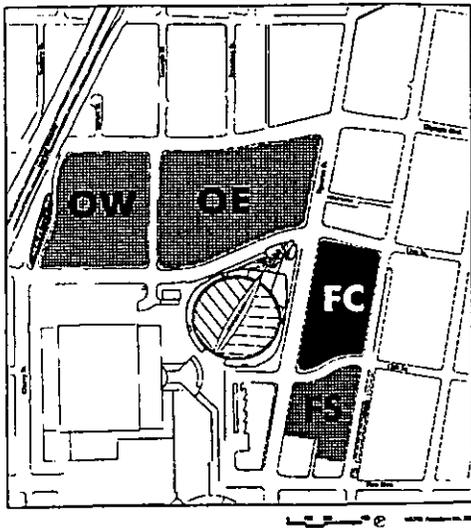


SUB-AREA LOCATION

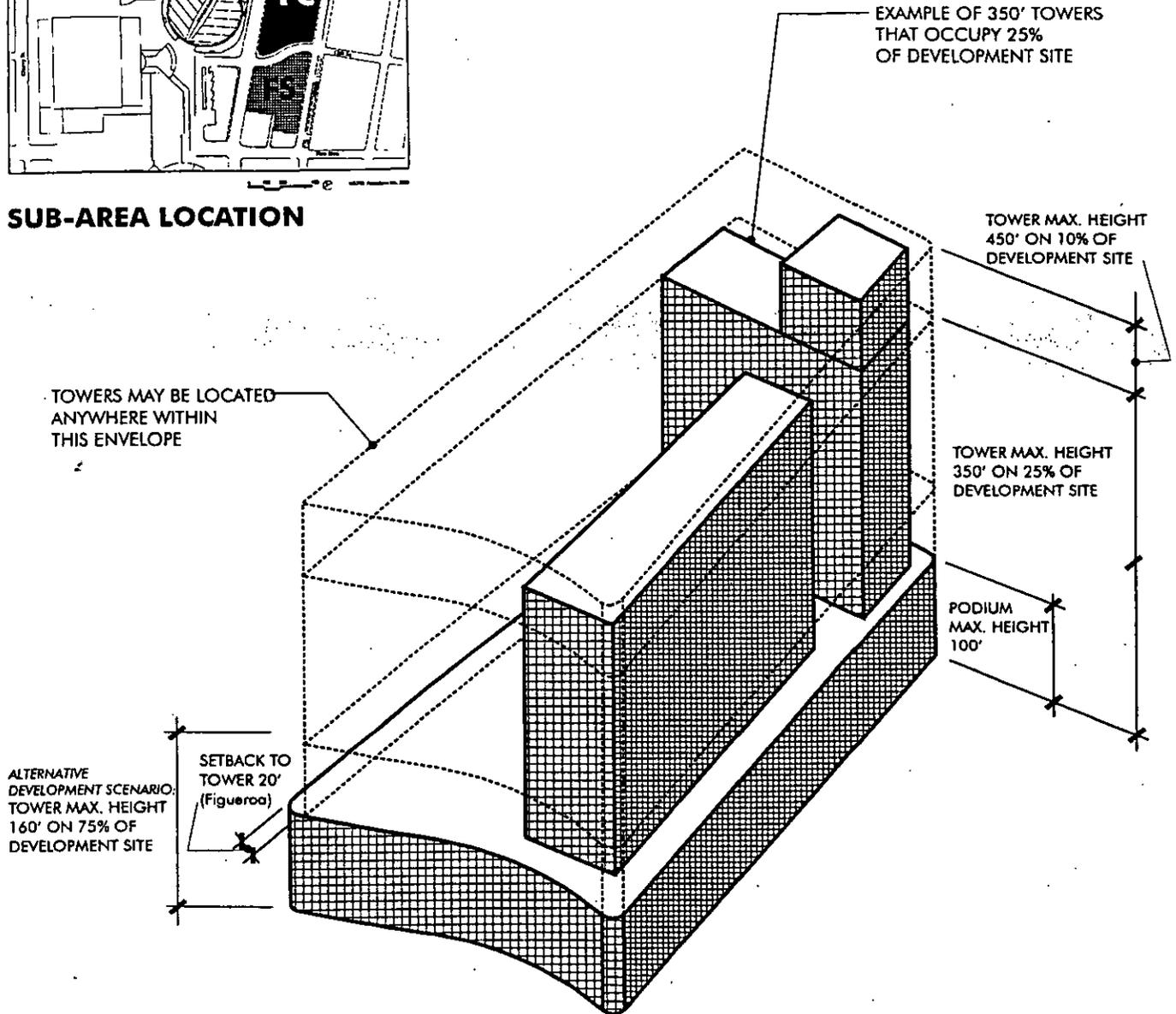


**AXONOMETRIC OF PERMITTED
BUILDING ENVELOPE**

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

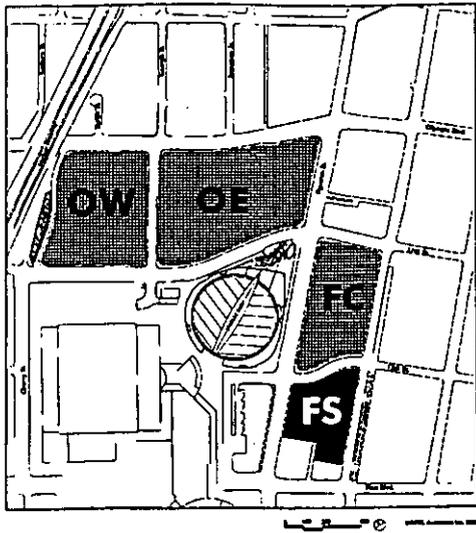


SUB-AREA LOCATION



**AXONOMETRIC OF PERMITTED
BUILDING ENVELOPE**

**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 350' ON 20% OF DEVELOPMENT SITE

PODIUM MAX. HEIGHT 100'

AXONOMETRIC OF PERMITTED BUILDING ENVELOPE

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

D. Open Space/Landscape/Pedestrian Linkage Regulations.

1. General Open Space Requirements.

(a) A minimum total of 150,000 square feet of open space shall be provided within the Specific Plan area.

(b) Required open space may be located at or above grade, or on rooftops. Parking areas, driveways, service access and facilities shall not qualify as open space.

(c) Required open space may be provided in the form of courtyards, plazas, including the Central Plaza, pedestrian paseos, Private Setbacks, roof terraces, gardens, or other similar outdoor gathering places. Open space may be distributed throughout the Specific Plan area as set forth in Map 5.

(d) Required open space need not be dedicated to the City as publicly owned property.

(e) Open space shall be provided in accordance with the Design Guidelines set forth in Appendix A.

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

(a) No more than 50 square feet of the Central Plaza per residential dwelling unit may be used to satisfy this requirement.

(b) Residential open space may be provided at or above grade, or on rooftops.

(c) Except for the Central Plaza, common residential open space shall be devoted exclusively to the use of inhabitants of the Specific Plan

area in order to be counted toward the minimum residential open space requirement. In addition, recreation rooms of at least 600 square feet may qualify for up to 25 percent of the total residential open space area requirements.

(d) Common residential open space areas shall be accessible to all residents and open to the sky, except for a pedestrian arcade or similar amenity. Additionally, a common open space area shall be a minimum of 400 square feet in area, with no horizontal dimension less than 15 feet, in order to be counted toward the residential open space requirement.

(e) Residential open space may be counted toward the total open space requirement for the Specific Plan area.

(f) A private residential open space area shall be contiguous to the dwelling unit and maintain a minimum eight foot clearance under any projection in order to be counted toward the open space requirement.

E. General Landscape Requirements.

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

F. General Pedestrian Linkage Requirements.

1. Pedestrian Linkages shall be provided, as set forth in Exhibit 5. Pedestrian linkages shall link the Specific Plan with the following surrounding uses/districts:

LA Convention Center
STAPLES Center
South Park District.
7th/Flower Metro Station.
Pico/Flower Metro Station.
Central Business District (CBD).

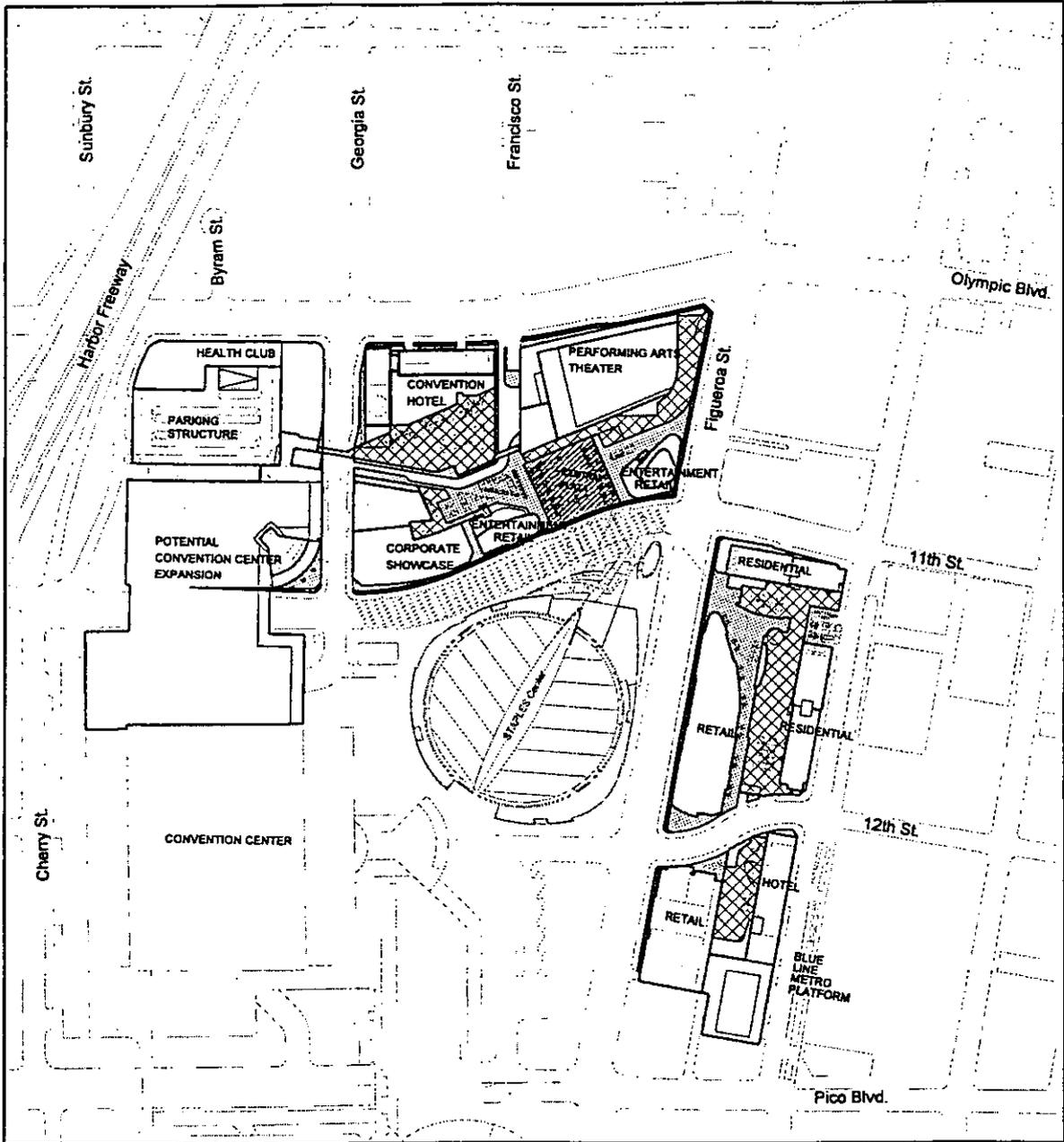
2. Pedestrian Linkages shall consist of attractive hardscape, landscape, lighting improvements, and directional signs. Accordingly, Projects shall provide a public sidewalk width and a Private Setback width, as set forth in Appendix A. In most instances, the public sidewalk shall be 15 feet in width. However, due to limited public right-of-way, should the public sidewalk be less than 15 feet in width, the Applicant shall record a non-exclusive easement in favor of the City of Los Angeles over that portion of the adjoining Private Setback area, in order to achieve a total of 15 feet in width for public sidewalk purposes. The easement shall prohibit constructions or erections of any permanent barriers, such as permanent planters, curbs or railings, but shall permit placement of temporary or movable items, such as planters, street furniture, tables, chairs or benches. The easement shall be required prior to issuance of a certificate of occupancy for the Project, and the easement shall be reviewed and approved by the City prior to recordation.

3. Bus stops located along Pedestrian Linkages shall provide appropriate landing areas for pedestrian boarding or disembarking.

4. LASED Streetscape Plan. All Projects shall comply with the LASED Streetscape Plan set forth in Appendix F.

5. Prior to issuance of a certificate of occupancy for any Project, the Director may require the Applicant to record a covenant guaranteeing to the City that the Project shall improve and maintain the public right-of-way in accordance with the LASED Streetscape Plan. Prior to recordation, the City Planning Department must review and approve any required covenant.

MAP 6: GENERAL OPEN SPACE COMPONENTS

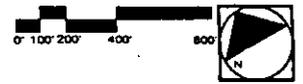


OPEN SPACE COMPONENTS



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

EXHIBIT 5
PEDESTRIAN LINKAGES



Sec. 11. ELEVENTH STREET PEDESTRIAN AREA.

A. Purpose. The Specific Plan permits that Eleventh Street, between Figueroa Street and Georgia Street, will be used as a public gathering place and a place for public activities during non-peak hour traffic periods, subject to the approval of the General Manager and pursuant to applicable State law.

B. Limitations on Use. During those non-peak hour traffic periods, when Eleventh Street is not required for use as a public right-of-way for vehicular traffic, as determined by the General Manager, retail and food kiosks and carts may be permitted within the Eleventh Street Pedestrian Area. No alcoholic beverages may be sold or served within the Eleventh Street Pedestrian Area.

C. General Design Requirements. The following requirements shall be designed and implemented subject to the approval of the General Manager.

1. The use of Eleventh Street as a Pedestrian Area shall be limited to that portion of Eleventh Street between Georgia Street and Figueroa Street.
2. Temporary closure of the street to vehicular traffic shall be accomplished with traffic barriers, removable bollards or other devices. The Applicant shall submit a temporary closure plan to the Department of Transportation for review and approval prior to the start of any closure.
3. The roadway width of Eleventh Street used for vehicular traffic shall be a minimum of 65 feet and equipped with rolling curbs, removable bollards or similar devices that define the edge of the area used for vehicular traffic when operating as a through street.
4. Permanent street trees and planting shall be restricted to outside of vehicular space; removable planters shall be permitted within vehicular space only during those periods of street closure.
5. Special paving treatment shall differentiate that portion of the street under temporary closure and shall complement and unify this space with the Central Plaza and Star Plaza at STAPLES Center satisfactory to the General Manager and to the Bureau of Engineering.
6. Permanent furniture shall be restricted to outside of vehicular space; removable furniture shall be permitted within vehicular space only during those periods of street closure.

7. The Eleventh Street Pedestrian Area shall be developed in accordance with those guidelines set forth in Appendix A.

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

Sec. 12. ON-SITE ALCOHOL CONSUMPTION REGULATIONS. The sale and service of alcoholic beverages for on-site consumption shall be permitted. Entities that sell and serve alcoholic beverages for on-site consumption shall obtain approvals from other jurisdictions, as required, including licenses or permits from the State Department of Alcoholic Beverage Control (ABC).

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

1. Establishments. A maximum of twenty establishments, which include but are not limited to, hotels, restaurants, night clubs, theaters or bars. 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. 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 entity within the Central Plaza area for special event purposes. No alcoholic beverages may be sold or served within the Eleventh Street Pedestrian Area.

3. Requirements regarding purchase of existing alcoholic beverage permits. Of the twenty-one on-site Alcohol Use Approvals and the three off-site Alcohol Use Approvals allowed by this Specific Plan, seven shall be purchased from existing 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 Alcohol Use Approvals 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 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 permits which are required to be purchased, there shall be a priority to acquire these permits from establishments that have created problems in the community, as determined by the ABC.

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

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

C. Public Hearings by a Zoning Administrator. The Zoning Administrator shall conduct public hearings on at least six of the twenty-four Alcohol Use Approval applications, with particular attention to nightclubs and Sportsbars, but may conduct public hearings on any of the twenty-four Alcohol Use Approvals.

D. Discontinuance of Use. Notwithstanding LAMC Section 12.24 Q to the contrary, the twenty-four Alcohol Use Approvals permitted by this Specific Plan shall continue through the life of the Specific Plan. However, the Zoning Administrator may require an additional Alcohol Use Approval for replacement establishments if there is reasonable and credible evidence of nuisance activities associated with the previous establishment.

E. Revocation. If the conditions of this Subsection have not been complied with, the City may give notice to the property owner or lessee of the real property affected to appear at a time and place fixed by the City and show cause why the use permitted by this Subsection should not be modified, discontinued or revoked. These proceedings shall be in accordance with LAMC Section 12.24 Z.

Sec. 13. OFF-SITE ALCOHOL CONSUMPTION REGULATIONS. The sale and service of alcoholic beverages for off-site consumption shall be permitted. Establishments that sell alcoholic beverages for off-site consumption shall obtain approvals from other jurisdictions, as required, including licenses or permits from the ABC.

A. LASED Alcohol Use Approvals for Alcoholic Beverages for Off-Site Consumption. Three Alcohol Use Approvals shall be allowed for the sale of a full line of alcoholic beverages for off-site consumption, as follows:

1. Establishments. A maximum of three permits.

2. Requirements regarding purchase of existing alcoholic beverage permits. Of the twenty-one on-site Alcohol Use Approvals and the three off-site Alcohol Use Approvals allowed by this Specific Plan, seven shall be purchased from existing 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 Alcohol Use Approvals 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 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 permits which are required to be purchased, there shall be a priority to acquire these permits from establishments that have created problems in the community, as determined by the ABC.

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

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

C. Public Hearings by a Zoning Administrator. The Zoning Administrator shall conduct public hearings on at least six of the twenty-four Alcohol Use Approvals applications, with particular attention to nightclubs and Sportsbars, but may conduct public hearings on any of the twenty-four Alcohol Use Approvals.

D. Discontinuance of Use. Notwithstanding LAMC Section 12.24 Q to the contrary, the twenty-four Alcohol Use Approvals permitted by this Specific Plan shall continue through the life of the Specific Plan. However, the Zoning Administrator may require an additional Alcohol Use Approval for replacement establishments if there is reasonable and credible evidence of nuisance activities associated with the previous establishment.

E. Revocation. If the conditions of this Subsection have not been complied with, the City may give notice to the property owner or lessee of the real property affected to appear at a time and place fixed by the City and show cause why the use permitted by this Subsection should not be modified, discontinued or revoked. These proceedings shall be in accordance with LAMC Section 12.24 Z.

TABLE 1
CONDITIONS FOR ON-SITE CONSUMPTION PERMITS

1. All owners, operators, managers and employees serving and/or selling alcohol to patrons shall enroll in and complete a certified, ABC-recognized, training program for the responsible service of alcohol. This training shall be scheduled for new employees within 30 days of the opening of the establishment or within 30 days after the start of employment, whichever applies. This training shall be renewed each year by all employees who serve and/or sell alcoholic beverages. A record of the completion of this training program shall be maintained on the premises and shall be presented upon request of the Zoning Administrator.
2. The sale of distilled spirits by the bottle, for on-site consumption, is prohibited.
3. No employee, while working, shall solicit or accept any alcoholic or non-alcoholic beverage from any customer while on the premises. No employee, while working, shall be engaged for the specific purpose of sitting with or otherwise spending time with customers while on the premises.
4. No booth or group seating shall be installed which completely prohibits observation of the occupants.
5. A "Designated Driver Program" shall be operated to provide an alternate driver for patrons unable to safely operate a motor vehicle. This program may include, but shall not be limited to, free non-alcoholic drinks for the designated driver of each group of patrons and promotion of the program at each table within the establishment. Each operator shall submit details of the program to the Director for review and approval prior to the opening of any facility offering alcoholic beverages.
6. A sufficient number of security personnel, as determined by the Zoning Administrator (with a minimum of one security officer for each Alcohol Use Approval), under the control of the respective property owners or operators of the establishment, shall be provided. Each security officer shall complete a training program, developed in consultation with the Los Angeles Police Department (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.

7. The Zoning Administrator shall consult with LAPD for recommendations regarding security measures for adequate protection to visitors and employees of the site, and impose those conditions which he or she deems to be necessary and feasible. The Zoning Administrator shall also notify the LAPD of the identity of each proposed operator of an establishment so that the LAPD can ascertain whether the operator has any prior record of criminal activity.

8. Recommendations of the Fire Department relative to fire safety shall be incorporated into all building plans, to the satisfaction of the Fire Department.

9. The Project shall include appropriate security design features for semi-public and private spaces, which may include, but shall not be limited to: access control to buildings; secured parking facilities; walls/fences with key security; lobbies, corridors and elevators equipped with electronic surveillance systems; well-illuminated public and semi-public space designed with a minimum of dead space to eliminate areas of concealment; and location of toilet facilities or building entrances in high foot traffic areas.

10. The Applicant shall provide Project plans to the LAPD prior to finalization, to allow time to review the plans regarding additional crime prevention features appropriate to the design of the Project.

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

12. All graffiti on the site shall be removed or painted over in the same color as the surface to which it is applied within 24 hours of its occurrence.

13. A copy of this Table shall be retained at all times on the premises in each establishment which serves alcoholic beverages and shall be produced immediately upon the request of the Director or the LAPD.

14. Within 60 days after the issuance of the certificate of occupancy for an establishment, the Applicant shall execute a covenant acknowledging and agreeing to comply with all the terms and conditions established in this Specific Plan and record it in the County Recorder's Office. This agreement shall run with the land and be binding on any subsequent owners, heirs or assigns. The Applicant shall submit this agreement to the Zoning Administrator for approval before being recorded. After recordation, the Applicant shall provide a copy bearing the Recorder's number and date to the Zoning Administrator.

15. The Applicant shall ensure that no alcoholic beverages which are purchased within the Applicant's establishment are consumed on any property adjacent to the licensed premises that is under the control of the Applicant.

16. The Applicant shall be responsible for maintaining free of litter the area adjacent to the establishment that is under the control of the Applicant.

17. All public telephones shall be located within the interior of the establishment structure. No public phones shall be located on the exterior of the premises under the control of the establishment.

18. The Applicant shall monitor the area under its control, in an effort to prevent the loitering of persons about the premises.

19. Restaurants/Cafes. The following conditions shall apply to restaurants/cafes:

(a) These establishments may include a bar or lounge area, which is separate from the main food service area of the establishment.

(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) 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 and eating 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.

20. Sports Bar. The following conditions shall apply to Sports Bars:

(a) These establishments may include a bar or lounge area, which is separate from the main food service area of the establishment.

(b) Sales of alcoholic beverages for consumption off the premises is prohibited. Sales of alcoholic beverages from drive-up or walk-up windows is prohibited.

(c) Persons under 21 years of age shall not be admitted into those areas dedicated exclusively for pool tables, a bar or a cocktail lounge after the sale of food items have been discontinued.

(d) Within one year from the date an Alcohol Use Approval is issued for a Sports Bar establishment, the Applicant shall file an application with the Zoning Administrator's office for a review of the operations of the establishment. In addition, the Applicant shall file an application with the Zoning Administrator's Office for a review of the operations of the establishment every two years thereafter, unless the Zoning Administrator determines that the two-year reviews are no longer necessary. The Zoning Administrator shall review the operations of the establishment, to verify it is in compliance with all conditions of approval. The Zoning Administrator may impose any modification to the conditions of approval, as necessary. If the Zoning Administrator deems it necessary or if there has not been compliance with the conditions imposed on the operation of the establishment, the Zoning Administrator may require a public hearing for this one-year review, in addition to those public hearings referenced in Sections 12 C and 13 C.

(e) Each Sports Bar may include other entertainment activities, such as live or recorded music, dancing, pool tables or other coin-operated/non-coin-operated games of skill.

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

(a) Persons under 21 years of age shall not be permitted within any Nightclub or bar when alcohol is being served. Signage shall be prominently posted on the exterior of the establishment, stating this age restriction.

(b) Within one year from the date an Alcohol Use Approval is issued for a Nightclub establishment, the Applicant shall file an application with the Zoning Administrator's office for a review of the operations of the establishment. In addition, the Applicant shall file an application with the Zoning Administrator's Office for a review of the operations of the establishment every two years thereafter, unless the Zoning Administrator determines that the two-year reviews are no longer necessary. The Zoning Administrator shall review the operations of the establishment, to verify it is in compliance with all conditions of approval. The Zoning Administrator may impose any modification to the conditions of approval, as necessary. If the Zoning Administrator deems it necessary or if there has not been compliance with the conditions imposed on the operation of

the establishment, the Zoning Administrator may require a public hearing for this one-year review, in addition to those public hearings referenced in Sections 12 C and 13 C.

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

TABLE 2
CONDITIONS FOR OFF-SITE CONSUMPTION ALCOHOL USE APPROVALS.

1. All owners, operators, managers and employees serving and/or selling alcohol to patrons shall enroll in and complete a certified, ABC-recognized, training program for the responsible service of alcohol. This training shall be scheduled for new employees within 30 days of the opening of the establishment or within 30 days after the start of employment, whichever applies. This training shall be renewed each year by all employees who serve and/or sell alcoholic beverages. A record of the completion of this training program shall be maintained on the premises and shall be presented upon request of the Zoning Administrator.
2. Of the three Alcohol Use Approvals for off-site consumption, which are permitted by this section, two 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. The third shall be utilized for a specialty store, such as a corporate showplace retail or a gourmet wine store, in conjunction with a hotel establishment.
3. No employee, while working, shall solicit or accept any alcoholic beverage from any customer while on the premises.
4. A sufficient number of security personnel, as determined by the Zoning Administrator (with a minimum of one security officer for each Alcohol Use Approval), under the control of the respective property owners or operators of the establishment, shall be provided. Each security officer shall complete a training program, developed in consultation with the Los Angeles Police Department (LAPD). These security personnel shall monitor and patrol areas where establishments selling alcohol for off-site consumption are located. Security personnel shall be on duty during the hours of operation of the establishments and shall also be on duty thirty minutes prior to opening of the establishment and thirty minutes after closing of the establishment. The security personnel shall also patrol parking areas serving these establishments to prevent any unusual disturbances within the Project site and to assist and report, as necessary, to proper authorities any loitering, trespassing, or other criminal activities in the general vicinity of the Project site. The LAPD shall be notified of special events as far in advance as feasible.
5. The Zoning Administrator, or his/her designee, shall consult with LAPD for recommendations regarding security measures for adequate protection to visitors and employees of the site, and impose those conditions which he or she deems to be necessary and feasible. The Zoning Administrator shall also notify the LAPD of the

identity of each proposed operator of an establishment so that the LAPD can ascertain whether the operator has any prior record of criminal activity.

6. The Project shall include appropriate security design features for semi-public and private spaces, which may include, but shall not be limited to: access control to buildings; secured parking facilities; walls/fences with key security; lobbies, corridors and elevators equipped with electronic surveillance systems; well-illuminated public and semi-public space designed with a minimum of dead space to eliminate areas of concealment; and location of toilet facilities or building entrances in high foot traffic areas.

7. The Applicant shall provide Project plans to the LAPD prior to finalization, to allow time to review the plans regarding additional crime prevention features appropriate to the design of the Project.

8. A copy of this Table shall be retained at all times on the premises in each establishment that sells alcoholic beverages and shall be produced immediately upon the request of the Director or the LAPD.

9. Within 60 days after the issuance of the certificate of occupancy for an establishment, the Applicant shall execute a covenant acknowledging and agreeing to comply with all the terms, conditions established in this Specific Plan and shall record the agreement in the County Recorder's Office. The agreement shall run with the land and shall be binding on any subsequent owners, heirs or assigns. The agreement must be submitted to the Zoning Administrator for approval before being recorded. After recordation, the Applicant shall provide a copy bearing the Recorder's number and date to the Zoning Administrator.

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

11. The Applicant shall ensure that no alcoholic beverages which are purchased within the Applicant's establishment are consumed on any property adjacent to the licensed premises that is under the control of the Applicant.

12. The Applicant shall be responsible for maintaining free of litter the area adjacent to the establishment, which is under the control of the Applicant.

13. All public telephones shall be located within the interior of the establishment structure. No public phones shall be located on the exterior of the premises under the control of the establishment.

14. All graffiti on the site shall be removed or painted over in the same color as the surface to which it is applied within 24 hours after its occurrence.

15. The Applicant shall monitor the area under its control, in an effort to prevent the loitering of persons about the premises.

16. Drug Stores/Grocery Stores. The following conditions shall apply to Drug Stores and Grocery Stores:

(a) The sales of alcoholic beverages shall be permitted only between the hours of 10:00 a.m. and 10:00 p.m., seven days a week.

(b) No wine shall be sold with an alcoholic content of greater than 15% by volume, except for "dinner wines" which have been aged two years or more and which are maintained in corked bottles.

(c) The sale of beer or malt beverages in individual containers of one quart, 22 ounces or 32 ounces is prohibited. No beer or malt beverages may be sold in quantities of less than six containers per sale.

(d) Beer, malt beverages and wine coolers in individual containers of 16 ounces or less is prohibited. These individual containers that are 16 ounces or less must be sold in manufacturer's pre-packaged, multi-unit quantities.

(e) Wine and distilled spirits shall not be sold in bottles or containers smaller than 750 milliliters. Beer coolers, wine coolers or pre-mixed distilled spirit cocktails must be sold in manufacturer's pre-packaged, multi-unit quantities.

17. On-site consumption of alcoholic beverages may be permitted when provided in conjunction with a gourmet wine store.

Sec. 14. TRANSPORTATION AND PARKING REGULATIONS.

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

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

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

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

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

B. Required Traffic Improvements.

1. Phasing Plan. Prior to the issuance of the first Project Permit Compliance, the Applicant shall submit a Traffic Mitigation Phasing Plan (TMPP) to the General Manager for approval. The Plan shall identify which improvements must be constructed in connection with individual development sites. The General Manager, in consultation with the Director and the Applicant, may modify the approved TMPP, if he or she determines the TMPP to be infeasible.

2. Improvement Assignments. Prior to the issuance of a Project Permit Compliance Review approval for a Project, the General Manager, in consultation with the Director of Planning and the Applicant, shall assign traffic improvements to the Project, from the list in Appendix C. Applicants may seek assignment of Project traffic improvements for individual trips, or for entire phases of development.

3. Guarantee of Traffic Improvements.

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

(b) Fair Share Traffic Improvements for Harbor Freeway 9th Street Northbound Off-Ramp. The Project Applicant shall provide suitable guarantees for the Project's fair share of the costs of improvements (including the cost of preparing the Project Study Report) to the northbound 9th street off-ramp from the Harbor Freeway, to the satisfaction of the General Manager. The Project Study Report shall meet the requirements set by the State Department of Transportation (CALTRANS) for this improvement.

(c) Guarantee Provisions. Any guarantee required pursuant to this Section may be satisfied by a letter of credit, surety bond or other suitable guarantee satisfactory to the City Engineer and the General Manager.

3. Traffic Improvement Modifications. The General Manager, at the request of the Applicant, may determine the implementation of any transportation improvement listed in Appendix C is infeasible and should be substituted with a comparable transportation improvement of equivalent cost or effectiveness. In that situation, the General Manager, in consultation with the Director, may modify or substitute the traffic improvement, provided the General Manager meets with the Applicant and determines what alternate and/or additional mitigation measures shall be implemented by the Applicant in order to meet the objectives of this subsection.

C. Transportation Demand Management (TDM) Regulations.

1. Transportation Management Organization (TMO). The owners of property within the Specific Plan area shall establish a TDM Plan approved by the General Manager. In order to implement this TDM Plan, the owners of property within the Specific Plan area shall establish a TMO, in which all owners of property and tenants within the Specific Plan area shall participate. Participation in the TMO shall be required as a term of the tenant's lease with the owners of property within the Specific Plan area or with the management firm.

2. Implementation. Owners of property within the Specific Plan area shall submit an annual TDM report to the TMO, which shall submit one consolidated annual report to the General Manager. The General Manager shall review the annual report, to verify that development in the Specific Plan area has not exceeded environmental thresholds related to traffic and parking, based on Appendix B and the Parking Requirements Table, set forth in this Specific Plan.

3. TDM Measures. The TMO may utilize those incentives or other measures it determines appropriate within its TDM Plan. These measures may include, but are not limited to the following:

Building and site design elements that facilitate employee/visitor Trip reduction efforts.

Conveniently located loading and unloading areas for high-occupancy vehicles (HOVs).

Bicycle facilities.

Preferential parking for HOVs.

Conveniently located public transit stops.

Educational programs or materials on ridesharing/transit services for employees or visitors of the Specific Plan area.

Sale of transit passes.

Provision of ridesharing coordination services.

D. Parking Regulations.

1. Supersedes LAMC requirements. Where this Specific Plan contains language or standards that require more parking or permit less parking than LAMC Section 12.21, this Specific Plan shall supersede the LAMC.

2. Parking Requirements. The following minimum parking ratios shall apply to uses within the Specific Plan area:

Parking Requirements Table

Land Use	Parking Requirements
Arena	2,198 spaces for the STAPLES Center arena.
Entertainment	
Live Theater	1 sp/10 seats
Night Club/Sports Bar	1 sp/100 sf
Museum	1 sp/100 sf
Convention Center Use	1 sp/35 sf*
Health Club	1 sp/1,000 sf
Hotel	
Banquet Room	1 sp/100 sf
Guest Rooms	.5 sp/room for first 20 rooms .25 sp/room for next 20 rooms .16 sp/room for remaining rooms
Medical Office	1 sp/1,000 sf
Office	1 sp/1,000 sf (maximum)
Residential	1.25 sp/dwelling unit
Assisted/Elderly units	.5 sp/room for first 20 rooms .25 sp/room for next 20 rooms .16 sp/room for remaining rooms
Restaurant	1 sp/1,000 sf
Retail	1 sp/1,000 sf
Telecom facility	1 sp/10,000 sf

* or as determined by the General Manager

However, the parking rate for office use within the existing Traffic Impact Zone (north of Olympic Blvd.) shall be 0.6 sp/1,000 sf. 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. Parking shall be distributed throughout the Specific Plan area, to ensure convenient access by all individual Projects.

4. Shared parking requirements. The Director of Planning, in consultation with the General Manager, may authorize shared use parking, based upon a

finding that adequate parking will be provided. The Applicant shall prepare a shared parking analysis for approval by the Director and the General Manager.

5. Reduced parking requirements. The Director of Planning, in consultation with the General Manager, may authorize the reduction of these minimum parking requirements, based upon a finding that adequate parking will be provided. No reduction may exceed 10% of the minimum parking requirements established by this Specific Plan. The Applicant shall prepare a reduced parking analysis for approval by the Director and the General Manager.

Sec. 15. TRANSFER OF FLOOR AREA. Except as provided in Section 6 of this Specific Plan, Owners of a lot located within the Specific Plan area may transfer unused permitted Floor Area to another lot within the Specific Plan area, or may transfer unused permitted Floor Area into the Unused Floor Area Pool, pursuant to the procedures of this Section. In addition, owners of a lot located within the Specific Plan area may transfer unused permitted Floor Area to another lot outside of the Specific Plan area pursuant to Article 4.5 of the LAMC, LAMC Section 12.24 W 19 and the procedures set forth below in Subdivision 2 (b), (c) and (d).

A. Limitation. Any Project constructed with transferred Floor Area shall comply with all regulations set forth in this Specific Plan.

B. Procedures. The Director shall approve the transfer of unused permitted Floor Area if it meets the following procedures:

1. An Applicant shall submit to the Director, a request for the Transfer. The request shall indicate the Donor Site, the Receiver Site and the amount of Floor Area to be transferred. If the request is to transfer Floor Area from a Donor Site to the Unused Floor Area Pool, then the request shall so indicate, and shall state the amount of Floor Area to be transferred. If the request is to transfer Floor Area from the Unused Floor Area Pool to a Receiver Site, then the request shall so indicate, and shall state the amount of Floor Area to be transferred.

2. The Director shall establish and maintain a record of all transfers pursuant to this Specific Plan. The Director shall include this record as part of the LASED Annual Report to the Area Planning Commission. The Transfer record shall be available for public inspection.

3. The Director shall verify that the Donor Site contains adequate unused Floor Area to be transferred to the Receiver Site or to the Unused Floor Area Pool.

4. Any transfer approved pursuant to this Section shall be evidenced, prior to the issuance of a building permit, by an executed and recorded covenant

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

NON-ANIMATED SIGNS

ANIMATED SIGNS

Architectural Element Sign	Yes	Yes
Banner Sign	Yes	No
Building ID Sign	Yes	Yes
Changeable Copy Sign	No	Yes
Ground Mounted Sign	Yes	Yes
Marquee Sign	Yes	Yes
Projected Image	Yes	Yes
Roof Sign	Yes	Yes
Temporary Sign	Yes	Yes
Tenant ID Sign	Yes	Yes
Video Display Sign	No	Yes
Wall Mural	Yes	No
Wall Sign	Yes	Yes
Wayfinding Sign	Yes	No
Window Sign	Yes	Yes

OVERALL SIGN REQUIREMENTS BY DISTRICT

TABLE 4
PERMITTED SIGNS & MAXIMUM PERMITTED SIGN AREA
PER SQUARE FOOT OF BUILDING FAÇADE AREA

	NON-ANIMATED SIGNS	ANIMATED SIGNS	MAXIMUM PERMITTED SIGN AREA (as a percentage of façade area)
District A			
Level 1	Permitted	Not Permitted	20%
Level 2	Permitted	Permitted	60%
Level 3	Permitted	Not Permitted	5%
District A – Central Plaza and 11th Street When Closed to Traffic			
Level 1	Permitted	Permitted	40%
Level 2	Permitted	Permitted	60%
Level 3	Permitted	Permitted	5%
District B			
Level 1	Permitted	Not permitted	20%
Level 2	Permitted	Permitted	30%
Level 3	Permitted	Not permitted	5%
District C			
Level 1	Permitted	Not Permitted	10%
Level 2	Permitted	Not Permitted	15%
Level 3	Permitted	Not Permitted	5%

TABLE 5
PERMITTED OPERATING HOURS

	NON-ANIMATED SIGNS	ANIMATED SIGNS
District A		
Level 1	7 PM to 2 AM	7 PM to 2 AM
Level 2	no restriction	no restriction
Level 3	dusk to dawn	not permitted
District B		
Level 1	7 PM to 2 AM	not permitted
Level 2	7 PM to 2 AM	7 PM to 2 AM
Level 3	dusk to dawn	not permitted
District C		
Level 1	7 PM to 12 midnight	not permitted
Level 2	7 PM to 12 midnight	not permitted
Level 3	dusk to dawn	not permitted

INDIVIDUAL SIGN REQUIREMENTS BY DISTRICT

TABLE 6 MAXIMUM PERMITTED INDIVIDUAL SIGN AREA

	NON-ANIMATED SIGNS	ANIMATED SIGNS
District A		
Level 1	1,000 sf	2,000 sf
Level 2	5,000 sf	8,000 sf
Level 3	2,000 sf	not permitted
District B		
Level 1	500 sf	not permitted
Level 2	2,500 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

TABLE 7 MINIMUM SEPARATION BETWEEN INDIVIDUAL SIGNS

	NON-ANIMATED SIGNS	ANIMATED SIGNS
District A		
Level 1	1 ft	2 ft
Level 2	2 ft	4 ft
Level 3	5 ft	not permitted
District B		
Level 1	2 ft	not permitted
Level 2	4 ft	8 ft
Level 3	10 ft	not permitted
District C		
Level 1	2 ft	not permitted
Level 2	8 ft	not permitted
Level 3	20 ft	not permitted

Sec. 17. USES AND BUILDINGS MADE NON-CONFORMING BY THIS SPECIFIC PLAN. Any legally existing uses, buildings or structures which are made non-conforming by establishment of this Specific Plan shall be deemed to be legal, non-conforming uses and may continue to exist without termination. Legal, nonconforming uses may not be expanded.

Sec. 18. AMENDMENTS TO APPENDICES A AND F – DESIGN GUIDELINES AND STREETScape PLAN. Any amendments to the Design Guidelines, as set forth in Appendix A to this Specific Plan, or to the Streetscape Plan, as set forth in Appendix F to this Specific Plan, may be approved by adoption of a resolution by the City Planning Commission, and shall not require the approval of the City Council.

Sec. 19. SEVERABILITY. If any provision of this Specific Plan or its application to any person or circumstance is held to be unconstitutional or otherwise invalid by any court of competent jurisdiction, the invalidity shall not affect other Specific Plan provisions, clauses or applications which can be implemented without the invalid provision, clause or application, and to this end the provisions and clauses of this Specific Plan are declared to be severable.

(68140)

approved by the Director. Where the Floor Area is being transferred to a Receiver Site, it shall be executed and recorded against both the Donor Site and Receiver Site. Where the Floor Area is being transferred to the Unused Floor Area Pool, the covenant shall be executed and recorded against the Donor Site. The covenant shall specify the total Floor Area being transferred from, and any remaining Floor Area at, the Donor Site and shall restrict further development on the Donor Site to that amount of Floor Area, if any, remaining, unless additional Floor Area is subsequently transferred to the Donor Site. After recordation, a copy bearing the Recorder's number and date shall be furnished to the Director and the General Manager for their records.

Sec. 16. SIGNAGE.

A. Specific Plan Compliance Requirements.

1. Prohibition. The Department of Building and Safety 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. Applicants may apply for individual sign approvals through approval of a Sign Application by the Director or a Comprehensive Sign Plan Review by the Area Planning Commission. The Director shall make a determination of whether the sign complies with the requirements of this Specific Plan within ten days from the date the application is deemed complete, unless the time limit is extended by mutual consent of the Applicant and the Director.

(b) Sign Application. Prior to issuance of any permit for a sign or sign support structure, 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 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 7, the proposed location of the sign, and indicate conformance with the requirements specified for that location as set forth in Subsection C of this section. Approval of a Sign Plan Application shall be based on traffic safety, conformance with the sign regulations of this Specific Plan, and a determination that the design of a

proposed sign is in keeping with the character of this Specific Plan as provided for in the Design Guidelines for Signs (Appendix A).

(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 7, 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 approval 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 Plan Review within ten 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) Project Permit Compliance Review Not Applicable. Signs within this Specific Plan area shall not be subject to the Project Permit Compliance Review procedure.

(g) Appeal Process. An Applicant or any other person aggrieved by the Director's determination regarding a Sign Approval 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 Approval 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.

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

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

Building I.D. Sign: A sign which is limited to a company logo, generic type of business or the name of a business or building.

Changeable Copy Sign: A sign on which a message changes regularly, either by modifying individual letters or by modifying the sign face electronically, including scrolling news ribbon or electronic message boards.

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

Marquee Sign: A sign that projects from the face of a building, either in a horizontal orientation or vertical orientation, indicating the name of the business as well as events that occur on its premises.

Non-animated Sign: Any sign that contains images, parts or illumination which do not flash, change, move, stream, scroll, blink or otherwise incorporate motion. For purposes of this Specific Plan, a sign which has illumination that changes less than once every 24 hours shall be considered a Non-animated 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. Only that portion of a Projected Image that contains a trademark, logo or commercial message shall constitute a sign.

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. 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.

Temporary Sign: Any sign that is to be maintained for a limited duration, not to exceed 60 days, and which is not permanently affixed to the ground, a building or structure.

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

Video Display Sign: A sign with a fixed or changing video display and/or message composed of a series of lights that may be changed through electronic means, including cathode ray, LED, fiber optic or plasma screen technologies.

Wall Mural: A painted or digitally produced image, generally large in scale, which is incorporated onto the façade of a building. That portion of a sign that contains a trademark, logo, or commercial message shall be limited to no more than three percent of total mural area. Only that portion of a Wall Mural that contains a trademark, logo or commercial message shall constitute a sign.

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

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.

C. General Requirements.

1. General Requirements of LAMC. Unless otherwise specified in this Section to the contrary, the general sign requirements set forth in LAMC Section 91.6205.1 - .5, 91.6205.7 - .10, and 91.6205.13 - .15 shall apply to this Specific Plan area for: permits; plans; design and construction; materials; hazard to traffic; street address numbers; identification; maintenance; prohibited locations; sign illumination; combination signs and flag lots.

2. Prohibited Signs. 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) Wall murals covering Windows.
- (g) Pole Signs.
- (h) Sandwich board signs.

3. Hazard Review. Notwithstanding the provisions of this Specific Plan to the contrary, all signs in Sign Level 1 and all signs within 600 feet of the main traveled roadway of a freeway shall be reviewed by the Department of Transportation for Hazard Determination, pursuant to the procedures in LAMC Section 91.6205.5.

4. Sign Area Calculation. Sign area shall be calculated in accordance with LAMC Section 91.6203.

5. 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.

6. Existing Signs. Existing signs and/or sign support structures that legally exist prior to the effective date of this Specific Plan 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.

7. 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

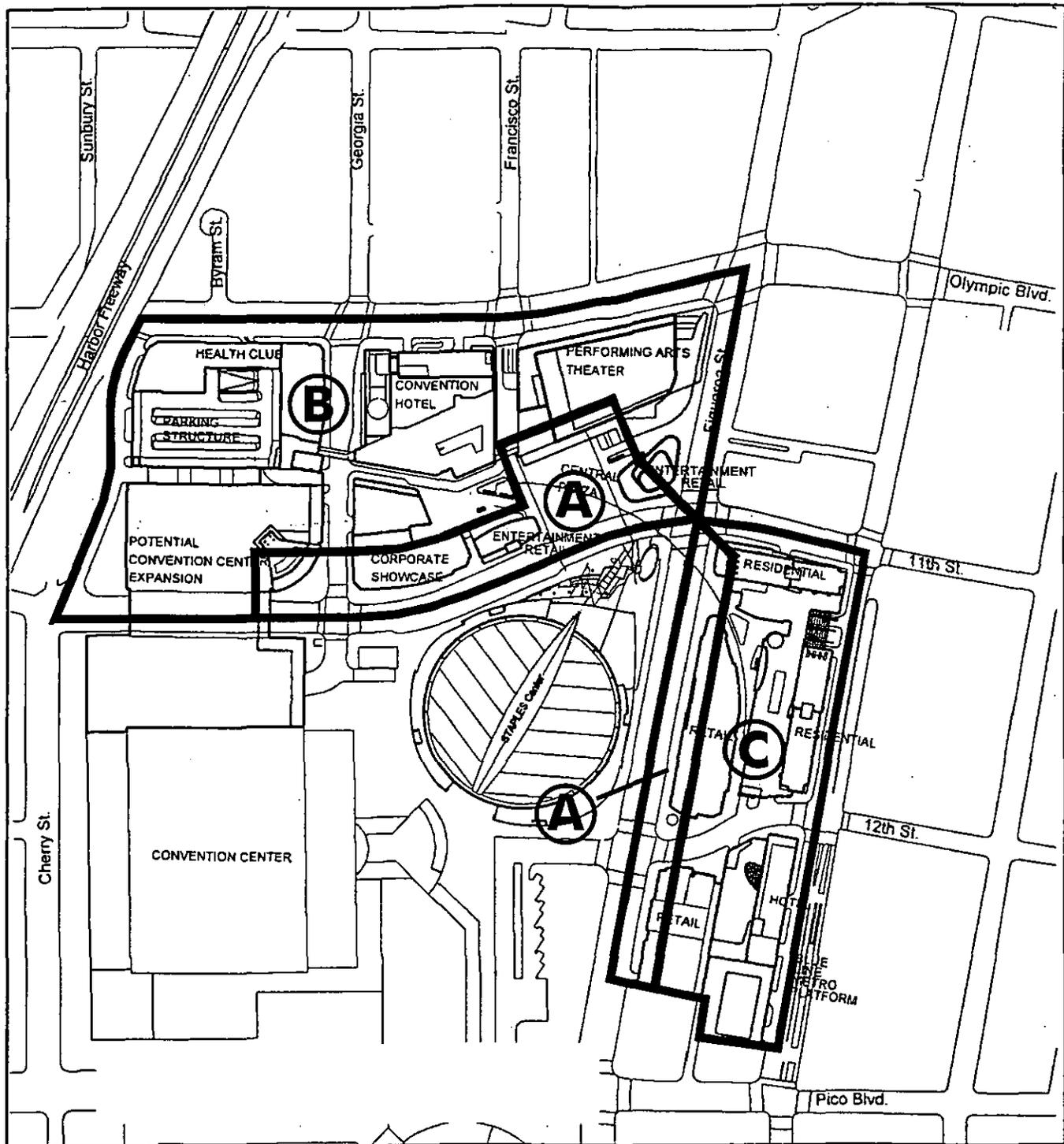
view; shielded spot lights and wall wash fixtures. All Illuminated Signs shall be designed, located or screened so as to limit direct light sources onto any residential units which are located outside of the Specific Plan area.

8. Off-Site Signs. Off-site signs are prohibited unless they advertise owners or sponsors of events, activities, or projects in the Specific Plan area, Staples Arena, or the Convention Center. Eighty percent of the sign area of permitted off-site signs shall consist of continuous identification of the sponsored event.

9. Building I.D. Signs. Building I.D. Signs with long-term, corporate sponsorship shall be permitted on the building. Any signage which includes corporate sponsors as part of the building identification, shall be designed so as to present internally consistent and internally proportionate sign copy. Signs which 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.

10. Sign Districts. For sign regulation purposes, the Specific Plan area is divided into three Sign Districts, as shown on Map 7.

MAP 7 SIGN DISTRICTS



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

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.

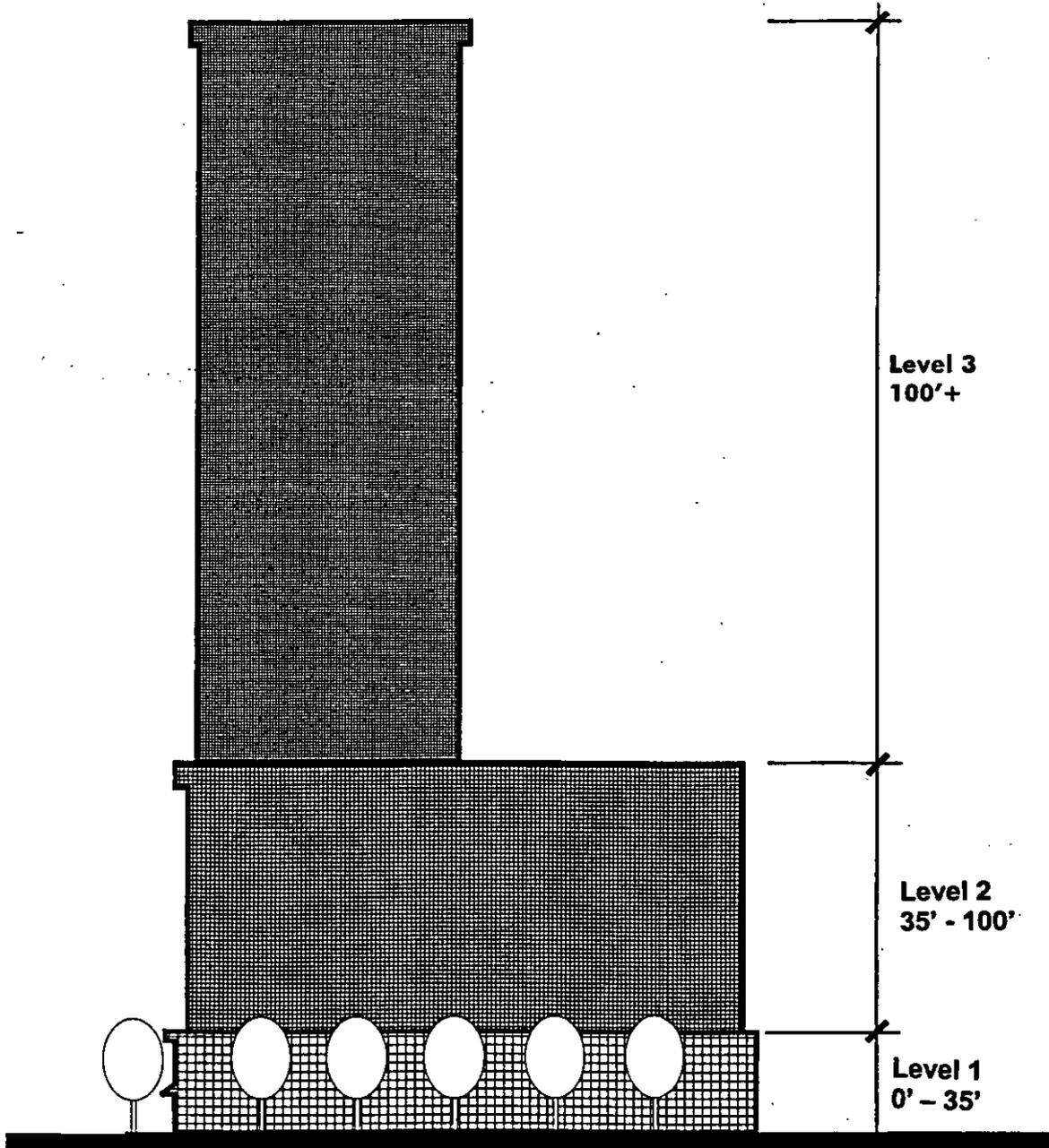
1. Sign Classification. All signs shall be classified as either Animated or Non-animated, as defined by this ordinance and as set forth in Table 3.

2. Permitted Sign Area. Permitted sign area within the Specific Plan is a percentage of the building facade area, which is the general outer surface of any exterior wall of a building, not including cornices, bay windows, projections, indentations or other architectural features or articulation of the exterior surface, as set forth in Table 4. Signs within the Specific Plan shall not exceed those amounts permitted by Table 4.

3. Sign Hours of Operation. Signs which are illuminated or are animated shall be limited in their hours of operation as set forth in Table 4, to the extent applicable.

4. Design Guidelines. Signs shall comply with the Urban Design Guidelines specified in Appendix A.

**EXHIBIT 6
VERTICAL SIGN ZONES**



Sec. 20. The City Clerk shall certify to the passage of this ordinance and have it published 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 ground level at the Los Angeles Street entrance to the Los Angeles City Police Department; and one copy on the bulletin board located at the Temple Street entrance to the County Hall of Records.

I hereby certify that this ordinance was passed by the Council of the City of Los Angeles, at its meeting of SEP 04 2001.

J. MICHAEL CAREY, City Clerk

By *Harold Carter*
Deputy

Approved SEP 06 2001

Ernesto C. Flores
Mayor

Approved as to Form and Legality

August 30, 2001
ROCKARD J. DELGADILLO, City Attorney

By *Claudia Culling*
CLAUDIA CULLING
Assistant City Attorney

Pursuant to Charter Section 559, I approve this ordinance and recommend its adoption on behalf of the City Planning Commission

Aug. 30, 2001

see attached report.

Con Howe
CON HOWE
Director of Planning

File No. 00-0183

8/30/01 (68140)

DECLARATION OF POSTING ORDINANCE

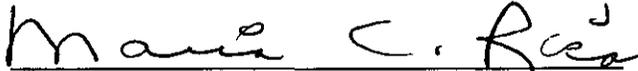
I, MARIA C. RICO, state as follows: I am, and was at all times hereinafter mentioned, a resident of the State of California, over the age of eighteen years, and a Deputy City Clerk of the City of Los Angeles, California.

Ordinance No. 174224 - L.A. Sports & Entertainment Dist Specific Plan for a portion of the Central City Community Plan Area - a copy of which is hereto attached, was finally adopted by the Council of the City of Los Angeles on Sept. 4, 2001, & under direction of said Council & said City Clerk, pursuant to Section 251 of the Charter of the City of Los Angeles, on Sept. 11, 2001, I posted a true copy of said ordinance at each of three public places located in the City of Los Angeles, California, as follows: one copy on the bulletin board at the Main Street entrance to City Hall of said City, one copy on the bulletin board on the ground level at the Los Angeles Street entrance to the Los Angeles Police Department in said City, & one copy on the bulletin board at the Temple Street entrance to the Hall of Records of the County of Los Angeles in said City.

The copies of said ordinance posted as aforesaid were kept posted continuously & conspicuously for ten days, or more, beginning Sept. 11, 2001 to and including Oct. 21, 2001.

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

Signed this 11th day of Sept., 2001 at Los Angeles, California.


Maria C. Rico, Deputy City Clerk

Effective Date: Oct. 21, 2001
(Rev. 2/95)

C.F. 00-0813