

# LOS ANGELES SPORTS AND ENTERTAINMENT DISTRICT

---

## Specific Plan

Ordinance No. 174,224  
Effective October 21, 2001

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

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

Amended by Ordinance No. 181,334  
Effective November 16, 2010

### TABLE OF CONTENTS

Section 1.	Establishment of LASED
Section 2.	Purposes
Section 3.	Relationship to the LAMC
Section 4.	Definitions
Section 5.	Prohibition
Section 6.	Land Use Equivalency Transfers
Section 7.	Annual Report
Section 8.	Director Review of Exterior Remodeling of Existing Buildings
Section 9.	Land Use
Section 10.	Urban Design Regulations
Section 11.	Eleventh Street Pedestrian Area
Section 12.	On-site Alcohol consumption Regulations
Section 13.	Off-Site Alcohol Consumption Regulations
Section 14.	Transportation and Parking Regulations
Section 15.	Transfer of Floor Area
Section 16.	Signage
Section 17.	Uses and Buildings Made Non-Conforming by this Specific Plan
Section 18.	Interpretation
Section 19.	Amendments to Appendices A and F - Design Guidelines and Streetscape Plan
Section 20.	Severability
Appendix A.	Design Guidelines
Appendix B.	Trip Generation Table
Appendix C.	Traffic Improvements

LASED Streetscape Plan

A Part of the General Plan - City of Los Angeles  
<http://cityplanning.lacity.org> (General Plan - Specific Plan)

# LOS ANGELES SPORTS AND ENTERTAINMENT DISTRICT

---

## Specific Plan

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

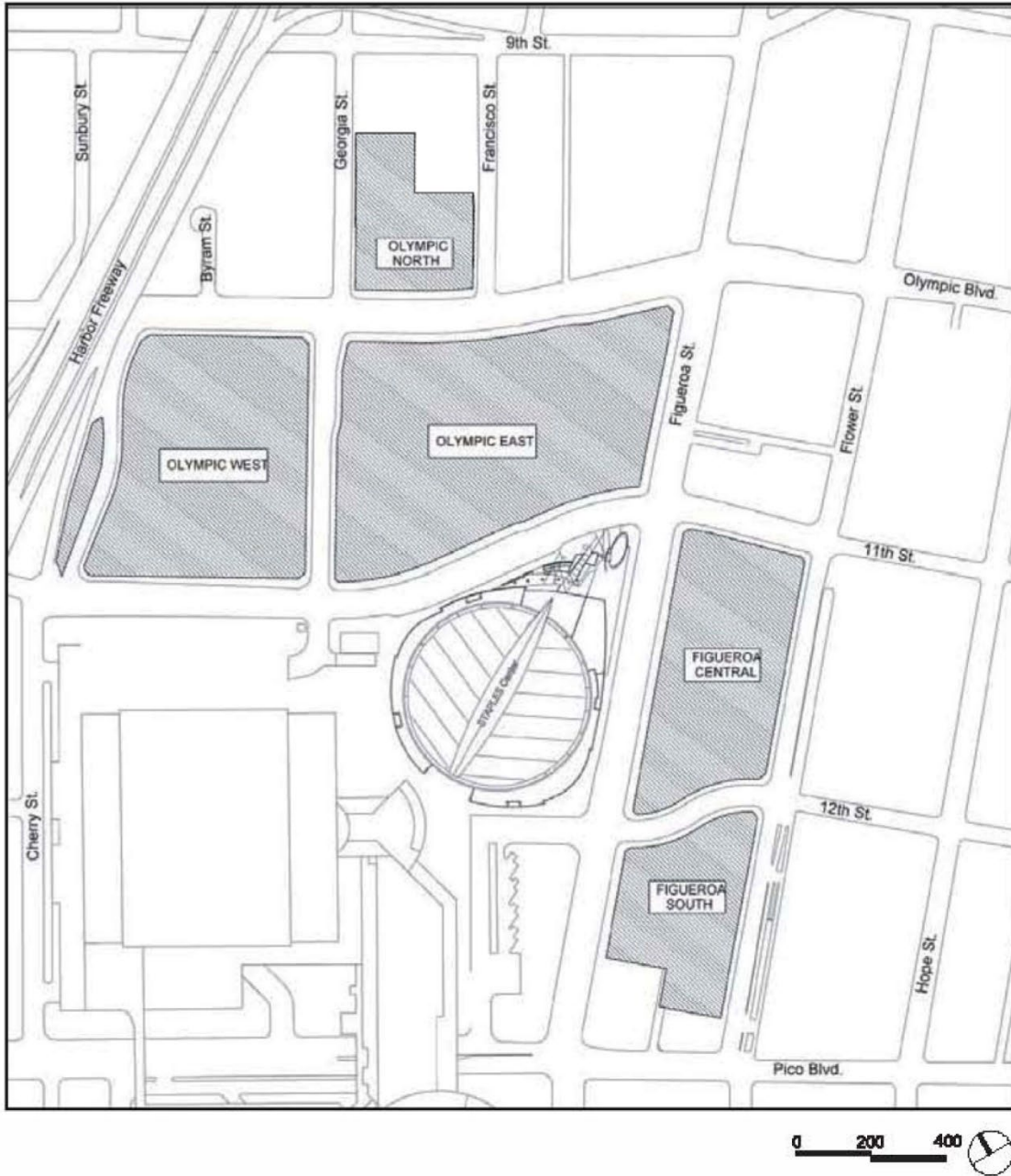
THE PEOPLE OF THE CITY OF LOS ANGELES DO ORDAIN AS FOLLOWS:

### Section 1.

#### **ESTABLISHMENT OF THE LOS ANGELES SPORTS AND ENTERTAINMENT DISTRICT SPECIFIC PLAN**

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

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



## Section 2.

### PURPOSES.

This Specific Plan is intended to:

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

## Section 3.

### RELATIONSHIP TO THE LOS ANGELES MUNICIPAL CODE.

- A. The regulations of this Specific Plan are in addition to those set forth in the planning and zoning provisions of the Los Angeles Municipal Code (LAMC), Chapter 1 as amended, and any other relevant ordinances, and do not convey any rights not otherwise granted under the provisions and procedures contained in the LAMC or other ordinances, except as specifically provided for here.
- B. Wherever this Specific Plan contains provisions which establish regulations (including, but not limited to, standards such as densities, heights, uses, parking, signage, open space and landscape requirements), which are different from, more restrictive or more permissive than would be allowed pursuant to the provisions contained in the LAMC, this Specific Plan shall prevail and supersede the applicable provisions of the LAMC and those relevant ordinances.
- C. **Site Plan Review Ordinance.** Approvals pursuant to LAMC Sections 16.05 and 12.24 U 14 are not required for Projects within

this Specific Plan area, because the Specific Plan supersedes those sections.

- D. **Commercial Corner and Mini-Shopping Centers Ordinance.** Approvals pursuant to LAMC Sections 12.23 A 23, and 12.24 W 27 are not required for Projects within this Specific Plan area, because the Specific Plan supersedes those sections.
- E. **Developments Combining Residential and Commercial Uses.** Approvals pursuant to LAMC Sections 12.22 A 18, 12.24 V 2 and 12.24 W 15 are not required for Projects within this Specific Plan area, because the Specific Plan supersedes those sections.
- F. **Floor Area Averaging.** Approvals pursuant to LAMC Sections 12.22 A 18, 12.24 V 2 and 12.24 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.

#### Section 4.

#### DEFINITIONS.

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

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

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

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

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

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

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

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

**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, as amended in December 2003, September 2005, December 2006, November 2007, and in November 2009, relating to, among other things, the Specific Plan area.

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

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

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

**Eleventh Street Pedestrian Area.** That area within the public right-of-way of Eleventh Street, 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: amphitheaters, arenas, auditoriums or other similar facilities; museums; live theaters; movie theaters; live entertainment; cabarets; comedy clubs; dance clubs; billiards; bowling alleys; electronic/game arcades; family entertainment centers; ice and in-line skating rinks; and similar uses or enterprises which are oriented, marketed and intended for tourists, visitors and/or recreational consumers and permitted by the LASED Zone.

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

**Figueroa Central Subarea.** That area bounded by Figueroa Street on the west, Flower Street on the east, Eleventh Street on the north and 12<sup>th</sup> 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, 12<sup>th</sup> Street on the north and almost to Pico Boulevard on the south, as shown on Map 1.

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

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

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

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

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

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

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

**LASED.** Los Angeles Sports and Entertainment District Specific Plan.

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

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

**Olympic West Subarea.** That area bounded by the 110 Freeway (Harbor Freeway) on the west, Georgia Street on the east, Olympic Boulevard on the north and 11<sup>th</sup> 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, 7<sup>th</sup>/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.

**Section 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 5,827,313 square feet.

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

Land Use Category	Square Footage
Hotel and Ballroom	1,389,106
Retail/Entertainment/Restaurant	789,486
Convention Center Expansion	250,000
Office	847,600
Residential	2,423,794
Cinema	127,327
Total Square Footage	5,827,313

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

**Section 6.**

**LAND USE EQUIVALENCY TRANSFERS.**

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

B. **Limitations.**

1. The land use designated on all portions of the Development Site may be exchanged for another land use, so long as the new use is otherwise permitted by this Specific Plan and the Floor Area of the new use is in conformance with the Land Use Equivalency Matrix. In no event shall the maximum permitted Floor Area exceed 5,827,313 square feet.
2. There shall be no fewer than 500 dwelling units (approximately 543,750 square feet) at build out constructed within the Specific Plan area. No Equivalency Transfer shall be permitted which would conflict with this requirement.
3. There shall be no fewer than 1200 hotel rooms (approximately 1,236,200 square feet) at build out constructed within the Specific Plan area. Up to 200 of these required hotel rooms may be provided as Condo-Hotel Units. There shall be no Condo-Hotel Units on the Significant Hotel Parcel. No Equivalency Transfer shall be permitted which would conflict with this requirement.
4. Notwithstanding Subdivisions 1, 2 and 3, development on the Convention Center Expansion Parcel shall be limited to 250,000 square feet of development for Convention Center Expansion Uses, parking, or temporary uses (including but not limited to construction staging) and signage, unless the Director of Planning determines that such temporary uses or signage will interfere with Convention Center Expansion Uses. In the event the development of the Convention Center Expansion does not occur by October 21, 2021, the Convention Center Expansion Parcel may be used for any other use permitted by this Specific Plan.
5. Notwithstanding Subdivisions 1, 2 and 3, development on the Significant Hotel Parcel shall be limited to Hotel Uses and Residential Uses, developed in conjunction with the Convention Center Hotel, surface parking or construction staging, unless the Director of Planning determines that construction staging will interfere with the development of the Significant Hotel Parcel. The hotel or hotels that comprise the Convention Center Hotel collectively shall contain a minimum of 1,000 rooms. In the event the development of the Convention Center Hotel does not occur by October 21 2021, the Significant Hotel Parcel may be used for any other use permitted by this Specific Plan. Meeting and ballroom facilities servicing the Convention Center Hotel may be located on Development Site 1.

<p><b>EQUIVALENCY MATRIX – LAND USE SQUARE FOOTAGE CONVERSION FACTORS</b></p>
---

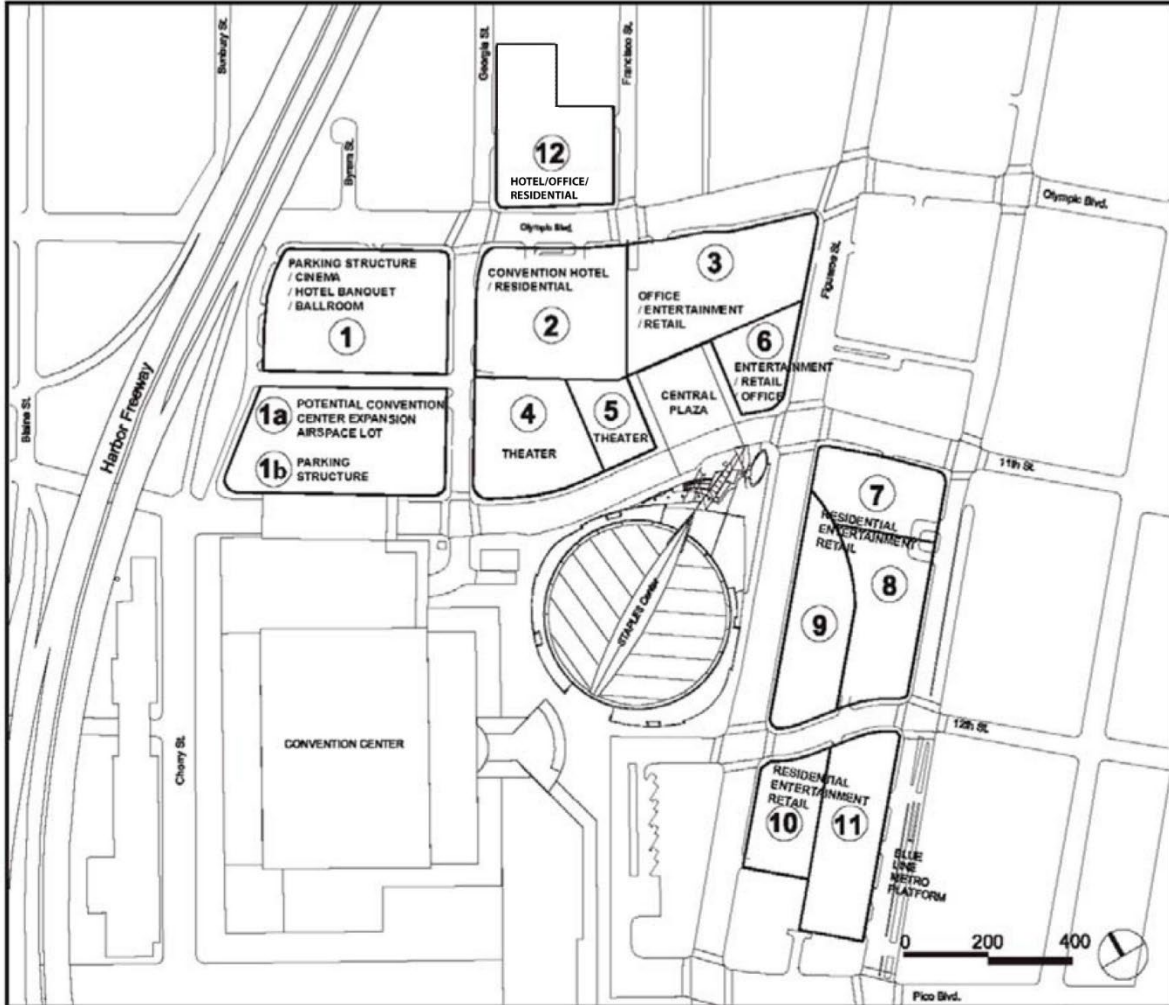
From this land use ↓ To this land use →	Hotel	Live Theater	Entertainment	Museum	Restaurant	Retail	General Office	Residential	Sports Broadcast Office	Cinemas	Convention Center Expansion	Production/Tech. Office/Studio
Hotel	NA	17.111 <sup>1</sup>	0.417 <sup>2</sup>	0.349	0.093	0.169	0.272	1.203 <sup>3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

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

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

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

**MAP 2  
SPECIFIC PLAN LAND USE MAP**



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

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

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

**Section 7.**

**ANNUAL REPORT.**

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

**Section 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.

**Section 9.**

**LAND USE.**

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

**Restaurants, Cafes, Hotels, Nightclubs, Cabarets, Comedy Clubs, Dance Clubs, Sports Bars and Similar Uses, and Within the Central Plaza.** Thirty-five Alcohol Use Approvals for on-site consumption, in addition to one establishment that may be allocated either as an on-site or off-site Alcohol Use Approval, shall be permitted and subject to the restrictions set forth in Section 12.

5. **Dancing and Live Entertainment.** While permitted by this Specific Plan, these uses must still have dancing/live entertainment permits from the Los Angeles Police Commission, if applicable or required by the LAMC.
6. **Alcohol Use Approvals for the Sale of Alcoholic Beverages for Off-Site Consumption.** Two Alcohol Use Approvals for off-site consumption shall be permitted and subject to the use restrictions set forth in Section 13. A third Alcohol Use Approval may be allocated for off-site consumption subject to the restrictions set forth in Section 13, if not allocated for on-site consumption (pursuant to Section 9.C.4, above).
7. **Entertainment and Commercial Recreation Uses and Establishments Including Billiards, Bowling Alleys, Live Theaters, Museums, Cinemas, Electronic/Game Arcades, Family Entertainment Centers, In-Line and Ice Skating Rink and Similar Uses.**
8. **Special Events and Temporary Uses Including Carnivals, Circuses, Parades, Street Fairs and Festivals, Outdoor Performances, TV/Movie Stages and Sets and Other Similar Uses, So Long as the Use Is Consistent with the Provisions in Section 11 B.**
9. **Surface and Structured Parking Lots (Including Those at Grade, Above Grade and Subterranean).**
10. **Telecom Facilities, Including Transmission, Switching Stations, Uplinks and Satellite Dishes.** Telecom facilities shall be permitted within any floor of a building except the first floor, unless that first floor telecom facility pertains to movie, television, theatrical or music studio uses. Exterior satellite dishes shall be either screened from view or shall be incorporated into the architectural design and character of the building.
11. **Motion Picture, Television and Broadcast Studios, Indoor or Outdoor Stages and Sets, Video and Media Production.**
12. **Hotels Located Within 500 Feet of an R Zone, which May Also Contain Residential Condominiums.**
13. **Public Artwork.**
14. **Mixed-Use Developments, which May Include Residential, Hotel, Retail, Entertainment, Office or Other Uses Permitted by this Specific Plan.**
15. **Klieg Lights and Laser Beams.**
16. **Conditional Uses Listed in LAMC Section 12.24 when Approved Pursuant to that Section.** This includes establishments that sell and serve alcoholic beverages for on-



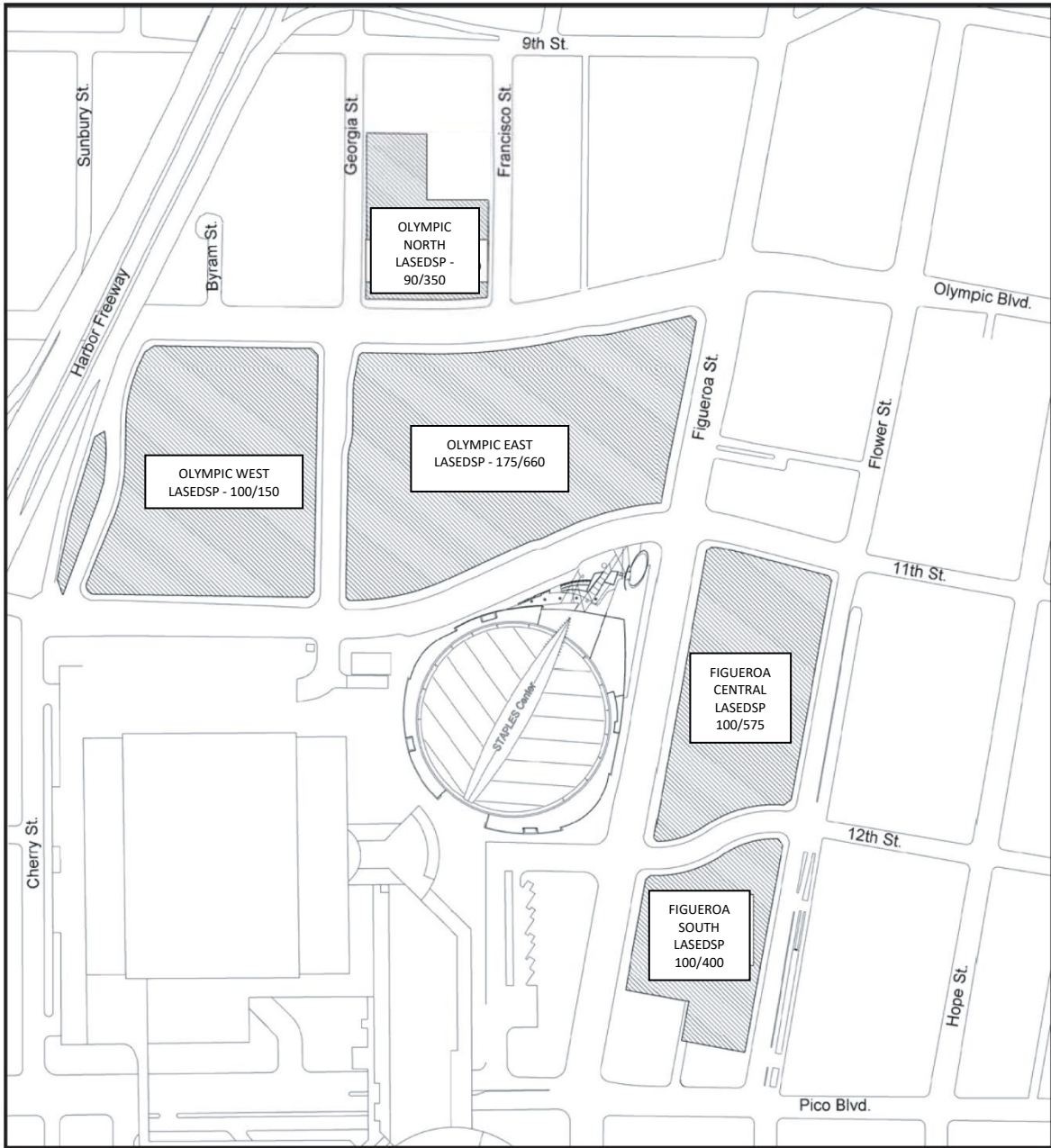
site and off-site consumption pursuant to LAMC Section 12.24 W.

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

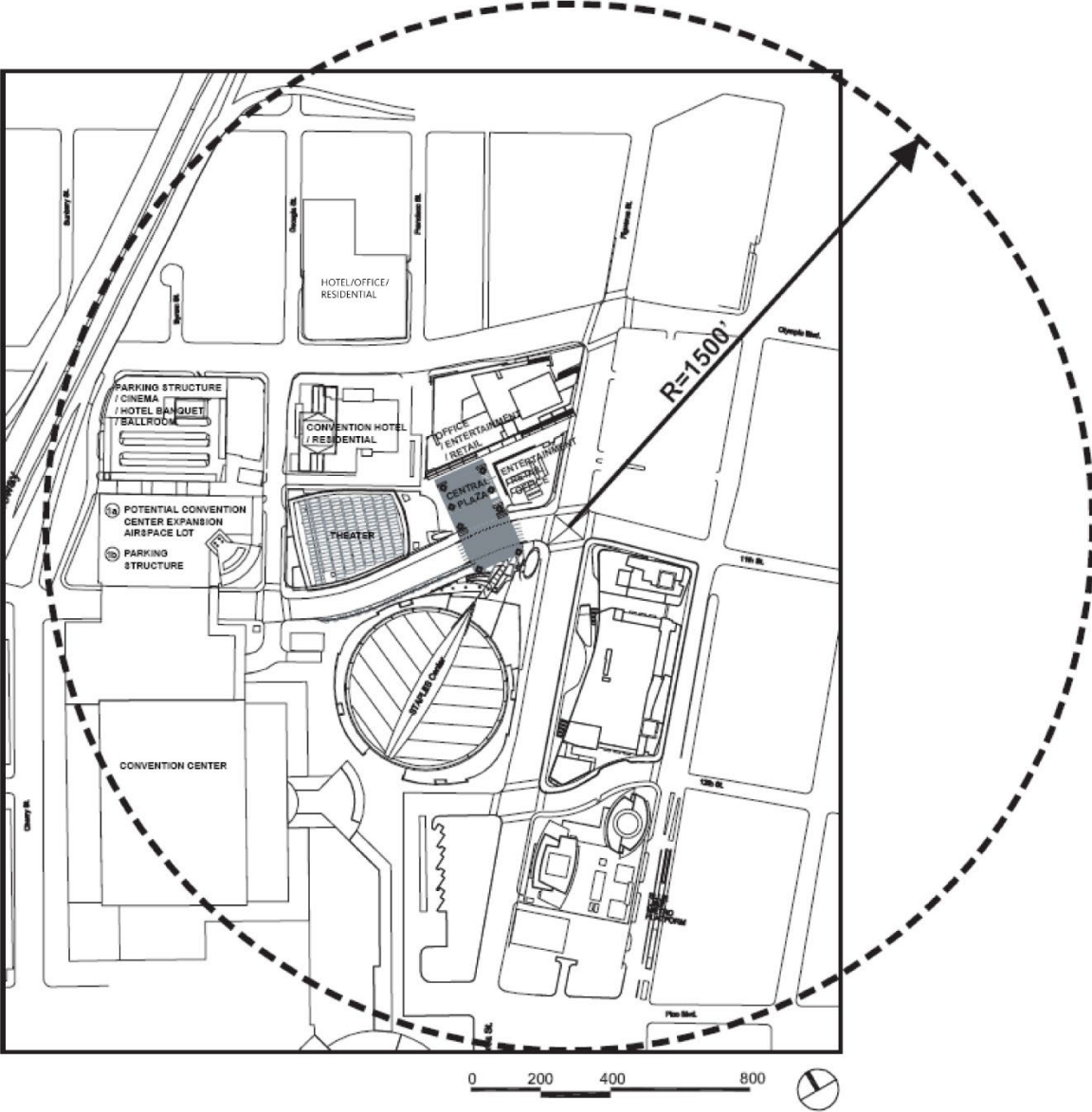
18. **Child Care.**

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

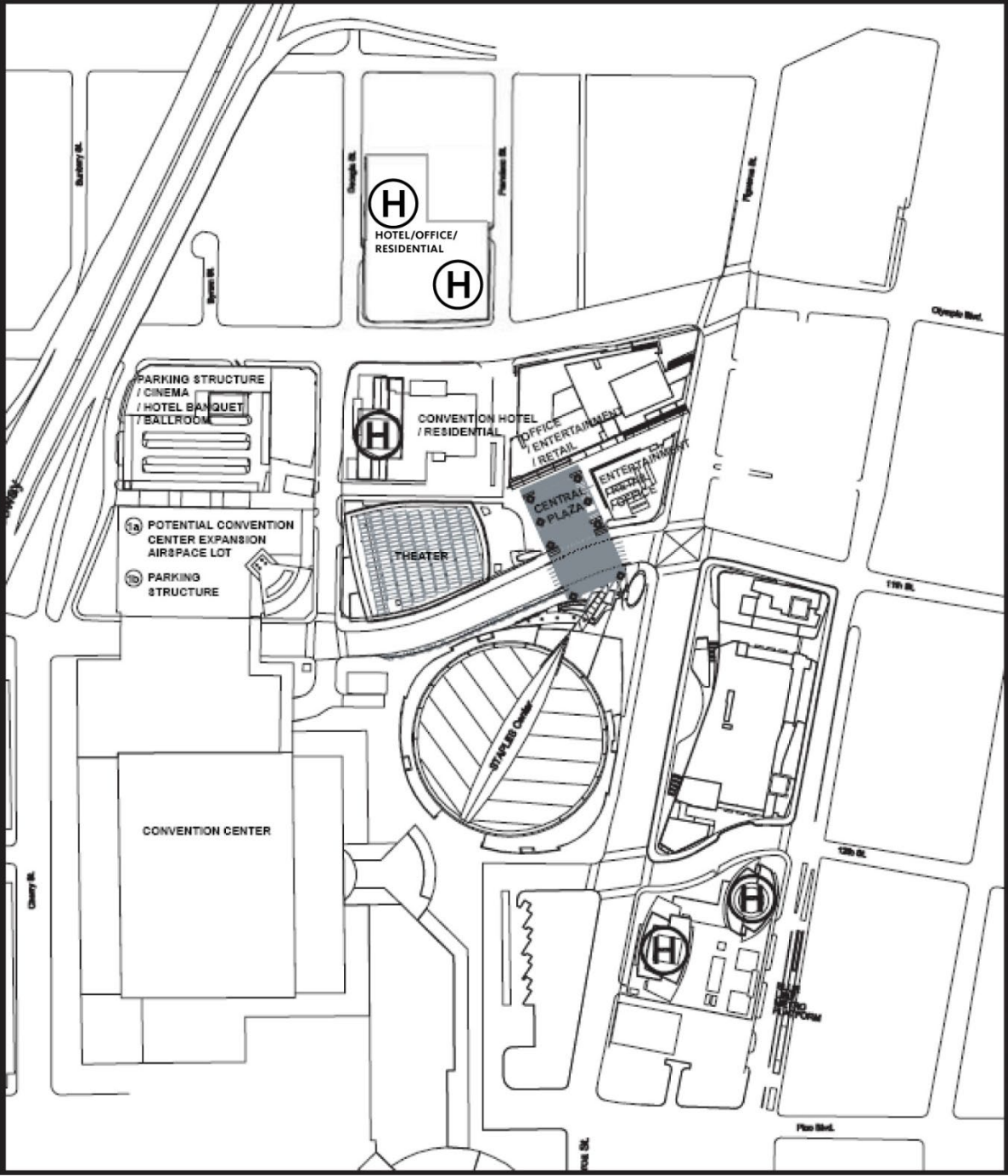
**MAP 3  
SUB AREAS**



**MAP 4  
PROHIBITED USE AREA**



**MAP 5  
CONCEPTUAL HELISTOP LOCATIONS**



**Section 10.**

**URBAN DESIGN REGULATIONS.**

**A. Building Height and Massing.**

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

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

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

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

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

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

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

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

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

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

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

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

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

- (a) The combination of all Towers over 100 feet and up to 160 feet in height shall not exceed 60% of the total land area within the Subarea; or

- (b) The combination of all Towers which are over 455 feet and up to 575 feet in height shall not exceed 10% of the total land area within the Subarea, and the combination of all Towers which are over 160 feet and up to 455 feet in height shall not exceed 20% of the total land area within the Subarea; or
- (c) Alternatively, the Applicant may request the Director of Planning to approve a combination of Tower heights, as long as the total mass (land area coverage) is not greater than the greater of alternatives (a) or (b) above.

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

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

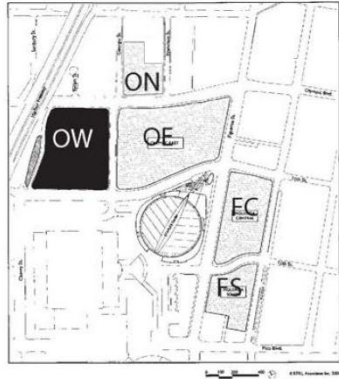
Podium Height: Podiums shall not exceed 100 feet in height.

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

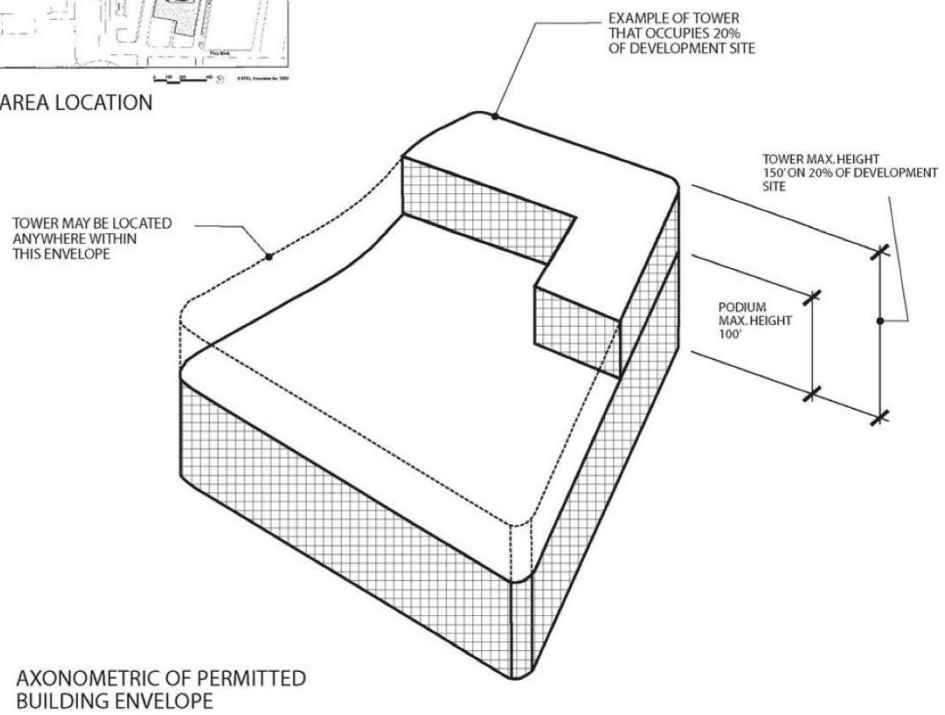
Tower Setback: Towers which are adjacent to Figueroa Street frontage shall be set back 20 feet from that edge of the Podium that is adjacent to Figueroa Street.

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

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



SUB-AREA LOCATION

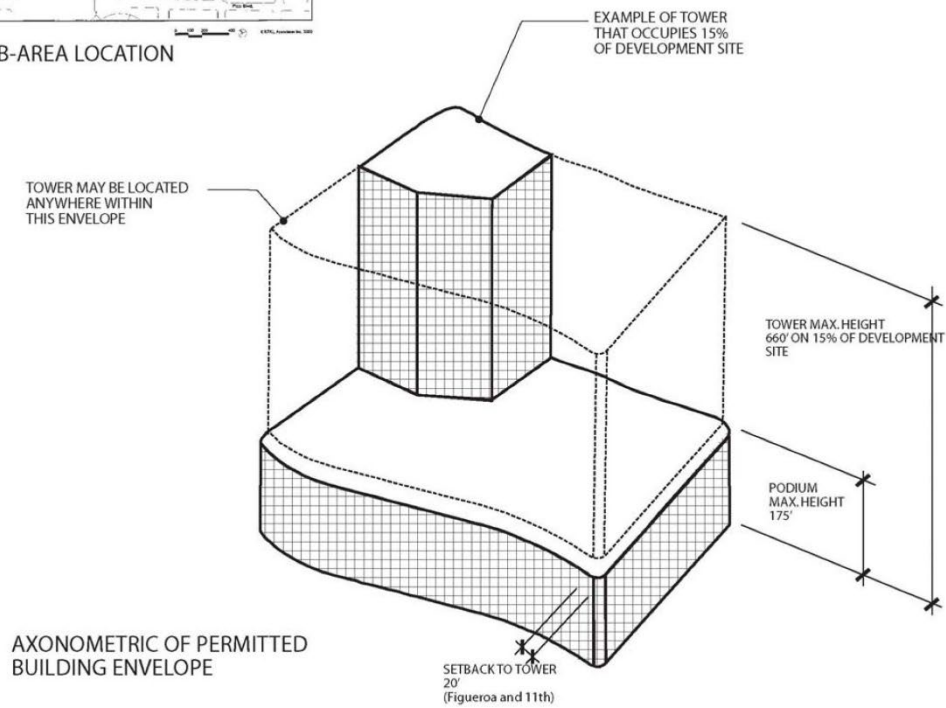


AXONOMETRIC OF PERMITTED BUILDING ENVELOPE

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

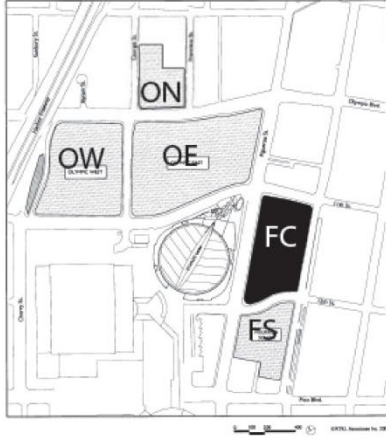


SUB-AREA LOCATION

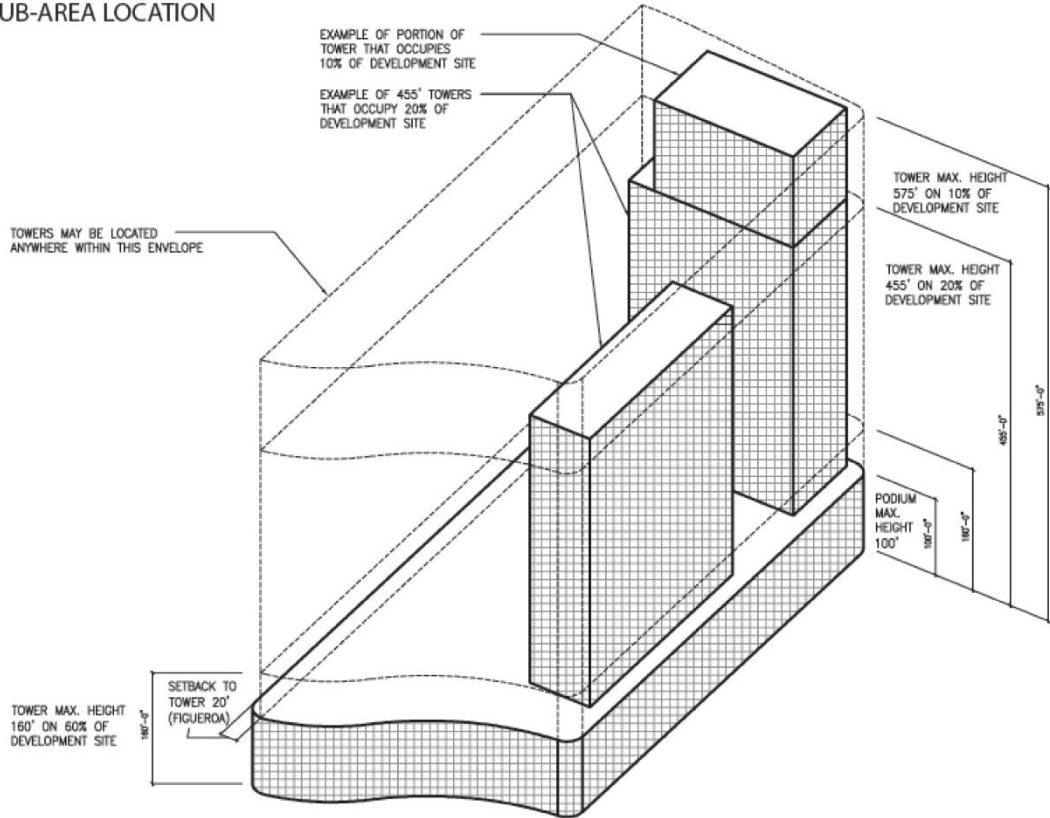




**EXHIBIT 3  
ALLOWABLE BUILDING HEIGHT & MASSING  
FIGUEROA CENTRAL SUB-AREA**

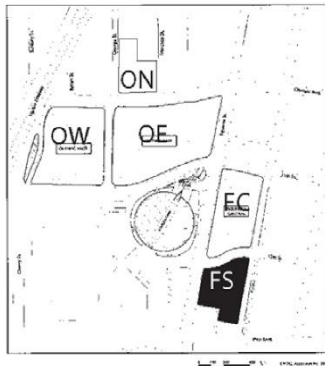


**SUB-AREA LOCATION**



**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)

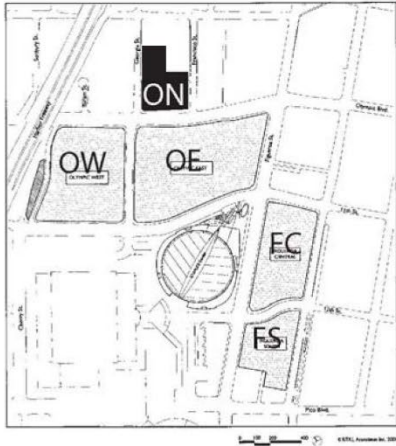
AXONOMETRIC OF PERMITTED BUILDING ENVELOPE

EXAMPLE OF TOWER THAT OCCUPIES 34% OF DEVELOPMENT SITE

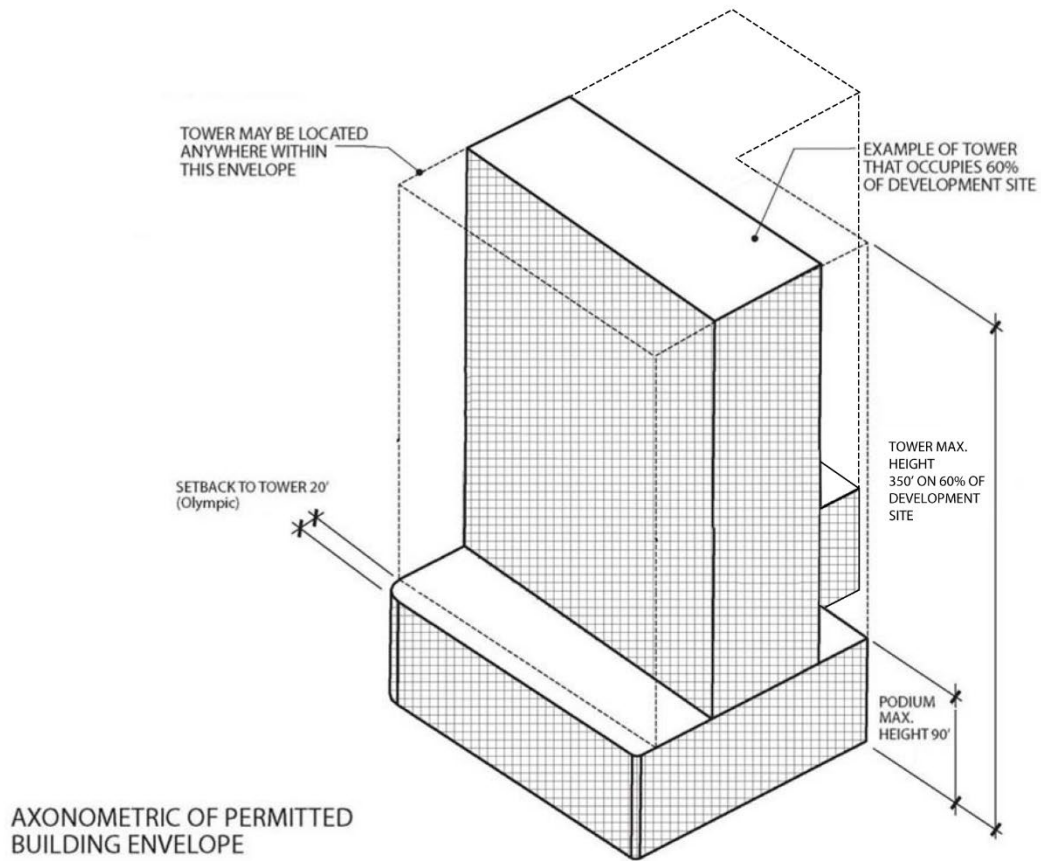
TOWER MAX HEIGHT  
400' ON 34% OF  
DEVELOPMENT SITE

PODIUM  
MAX HEIGHT  
100'

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



SUB-AREA LOCATION



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

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

**E. General Landscape Requirements.**

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

**F. General Pedestrian Linkage Requirements.**

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

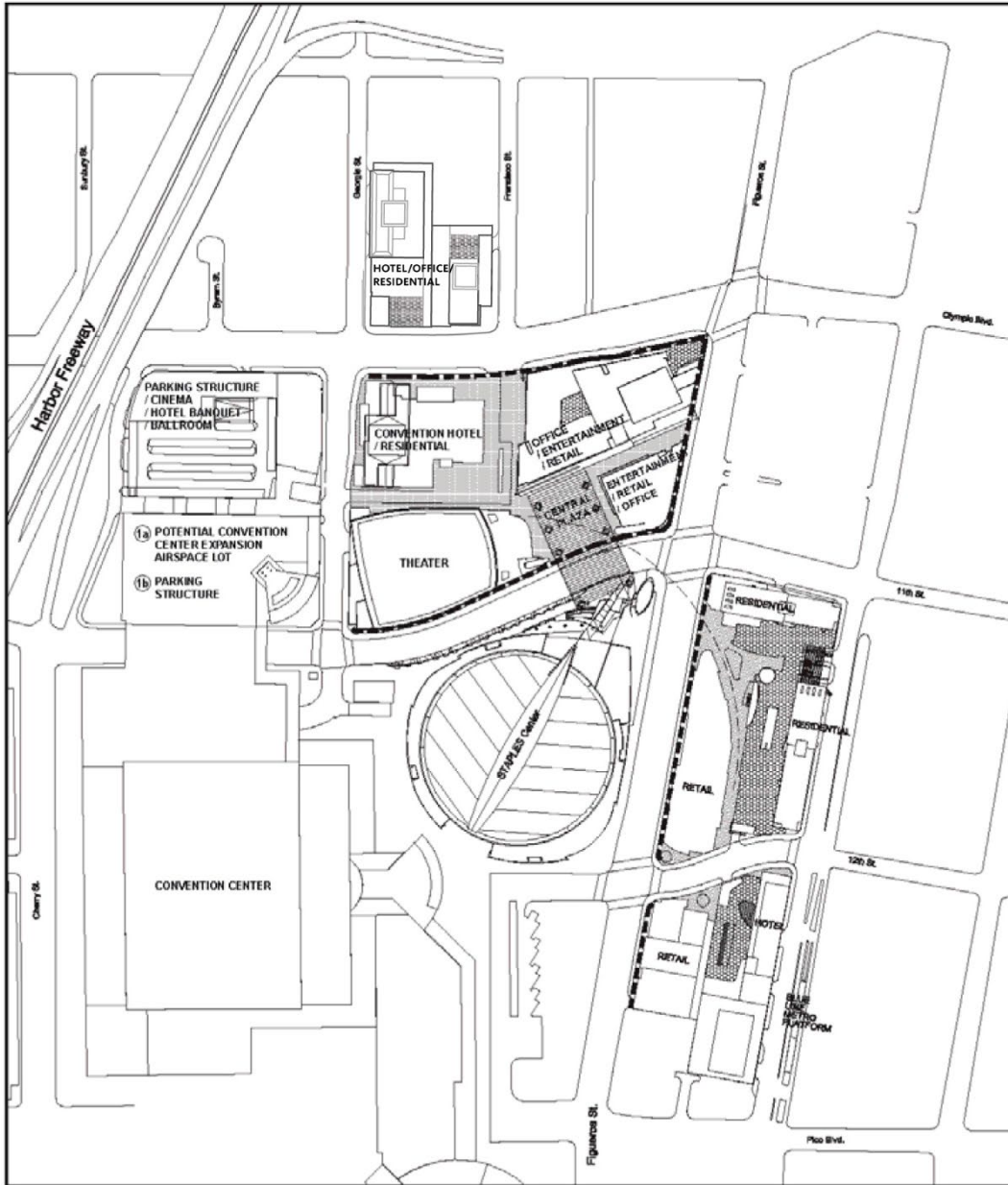
purposes. The easement shall prohibit constructions or erections of any permanent barriers, such as permanent planters, curbs or railings, but shall permit placement of temporary or movable items, such as planters, street furniture, tables, chairs or benches. The easement shall be required prior to issuance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

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

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

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

**MAP 6  
GENERAL OPEN SPACE COMPONENTS**



**OPEN SPACE COMPONENTS**

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

0 200 400 800



**EXHIBIT 5  
PEDESTRIAN LINKAGES**





**Section 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.

## Section 12.

### ON-SITE ALCOHOL CONSUMPTION REGULATIONS.

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

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

1. **Establishments.** A maximum total of 38 Alcohol Use Approvals (including on-site and off-site) shall be permitted. A maximum of 35 on-site establishments, which include but are not limited to, hotels, restaurants, night clubs, theaters or bars, in addition to one establishment that may be allocated either as an on-site or off-site Alcohol Use Approval are permitted. An Alcohol Use Approval seeking both off-site and on-site sales (such as a wine bar) shall be allocated for purposes of this Specific Plan as an off-site use, and shall be subject to the applicable conditions of both on-site sales and off-site sales as outlined in this Specific Plan. Each hotel shall be considered a single establishment and shall be permitted to sell a full line of alcoholic beverages: (i) as part of its banquet, lobby, meeting room, pool area and room services; (ii) within mini-bars located in each guest room; and (iii) within other establishments that are physically located within the hotel. The Convention Center Hotel shall be considered a single establishment, even if it is comprised of more than one hotel on the Significant Hotel Parcel. One performing arts center shall be considered a single establishment and shall be permitted to sell a full line of alcoholic beverages. Of the 35 on-site Alcohol Use Approvals, the five on-site Alcohol Use Approvals added by Ordinance 183913 shall be reserved for use within the Olympic East, Olympic West and Olympic North Subareas, including one for a cinema for the sale of beer and wine only on Development Site 1.
2. **Special events.** One Alcohol Use Approval shall be allocated to the Central Plaza area for special event purposes. However, in no event may alcoholic beverages be sold or served within the Eleventh Street Pedestrian Area of the Central Plaza Area. The Applicant shall provide, or cause to be provided, notice to the Alcohol Advisory Group, of any event in the Central Plaza in which alcohol will be sold. Notice shall be provided to the members of the Alcohol Advisory Group who have provided their current names, addresses and telephone numbers to the Applicant.
3. **Requirements regarding purchase of existing alcoholic beverage licenses.** Of the 35 on-site Alcohol Use Approvals and the two off-site Alcohol Use Approvals, and the one Alcohol Use Approval that may be allocated for either on-site or off-site consumption, allowed by this Specific Plan, nine shall be purchased from existing State ABC licensed establishments located outside of the Specific Plan area and within the Central City Community Plan Area, the Pico Union I and II Redevelopment Project Areas, the Westlake Recovery Redevelopment Project Area, that portion of the Council District 9 Redevelopment Project Area within a five -mile radius

from the intersection of 11th and Figueroa Streets, or that portion of the Adelante Eastside Redevelopment Project Area within a five-mile radius from the intersection of 11th and Figueroa Streets. Under the Alcohol Use approval process, the Director or Zoning Administrator may act to further enlarge this repurchase area to include the entire five-mile radius from the intersection of 11th and Figueroa Streets (with the exception of the Hollywood Community Plan Area), upon a demonstrated good faith effort by the Applicant and submission of the following documentation to the Director, Zoning Administrator and the Alcohol Advisory Group:

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

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

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

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

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

**Section 13.**

**OFF-SITE ALCOHOL CONSUMPTION REGULATIONS.**

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

- A. **LASED Alcohol Use Approvals for Alcoholic Beverages for Off-Site Consumption.** Two Alcohol Use Approvals shall be allowed for the sale of a full line of alcoholic beverages for off-site consumption, and a third Alcohol Use Approval may be allocated for off-site consumption, if not allocated for on-site consumption, as follows:
  - 1. **Establishments.** A maximum total of 38 Alcohol Use Approvals (including on-site and off-site) shall be permitted. A maximum of three off-site permits shall be permitted. An Alcohol Use Approval seeking both off-site and on-site sales (such as a wine bar) shall be allocated for purposes of this

Specific Plan as an off-site use, and shall be subject to the applicable conditions of both on-site sales and off-site sales as outlined in this Specific Plan.

2. **Requirements regarding purchase of existing alcoholic beverage licenses.** Of the 35 on-site Alcohol Use Approvals and the two off-site Alcohol Use Approvals allowed by this Specific Plan, and the one Alcohol Use Approval, which may be allocated for either on-site or off-site consumption, nine shall be purchased from existing State ABC licensed establishments located outside of the Specific Plan area and within the Central City Community Plan Area, the Pico Union I and II Redevelopment Project Areas, the Westlake Recovery Redevelopment Project Area, that portion of the Council District 9 Redevelopment Project Area within a five-mile radius from the intersection of 11th and Figueroa Streets, or that portion of the Adelante Eastside Redevelopment Project Area within a five-mile radius from the intersection of 11th and Figueroa Streets. Under the Alcohol Use approval process, the Director or Zoning Administrator may act to further enlarge this repurchase area to include the entire five-mile radius from the intersection of 11th and Figueroa Streets (with the exception of the Hollywood Community Plan Area), upon a demonstrated good faith effort by the applicant and submission of the following documentation to the Director, Zoning Administrator and the Alcohol Advisory Group:

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

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

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

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

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

**TABLE 1**

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

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

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

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



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

- c. Persons under 21 years of age shall not be admitted into those areas dedicated exclusively for pool tables, a bar or a cocktail lounge after the sale of food items have been discontinued.
  - d. Within one year from the date an Alcohol Use Approval is issued for a Sports Bar establishment, the Applicant shall file an application with the Zoning Administrator's office for a review of the operations of the establishment. In addition, the Applicant shall file an application with the Zoning Administrator's Office for a review of the operations of the establishment every two years thereafter, unless the Zoning Administrator determines that the two-year reviews are no longer necessary. The Zoning Administrator shall review the operations of the establishment, to verify it is in compliance with all conditions of approval. The Zoning Administrator may impose any modification to the conditions of approval, as necessary. If the Zoning Administrator deems it necessary or if there has not been compliance with the conditions imposed on the operation of the establishment, the Zoning Administrator shall require a public hearing for this one-year review, in addition to those public hearings referenced in Sections 12 C and 13 C.
  - e. Each Sports Bar may include other entertainment activities, such as live or recorded music, dancing, pool tables or other coin-operated/non-coin-operated games of skill.
21. Nightclubs/Bars. The following conditions shall apply to nightclubs and bars:
- a. Persons under 21 years of age shall not be permitted within any Nightclub or bar when alcohol is being served. Signage shall be prominently posted on the exterior of the establishment, stating this age restriction.
  - b. Within one year from the date an Alcohol Use Approval is issued for a Nightclub establishment, the Applicant shall file an application with the Zoning Administration's office for a review of the operations of the establishment. In addition, the Applicant shall file an application with the Zoning Administrator's Office for a review of the operations of the establishment every two years thereafter, unless the Zoning Administrator determines that the two-year reviews are no longer necessary. The Zoning Administrator shall review the operations of the establishment, to verify it is in compliance with all conditions of approval. The Zoning Administrator may impose any modification to the conditions of approval, as necessary. If the Zoning Administrator deems it necessary or if there has not been compliance with the conditions imposed on the operation of the establishment, the Zoning Administrator shall require a public hearing for this one-year review, in addition to those public hearings referenced in Sections 12 C and 13 C.
22. Cinemas. The following conditions shall apply to cinemas:
- a. Sales of alcoholic beverages shall only be made from behind a counter, including a concession stand, portable stand or bar, or fixed bar, or by patrons making an order to a server in a seating area, for delivery by the server to the occupant of the seating area. Sales or service of alcoholic beverages by individual ambulatory vendors, commonly known as "hawkers," is prohibited, and no server may carry a supply of unordered alcoholic beverages.
  - b. Sales of alcoholic beverages for consumption off the premises is prohibited.
  - c. Gross annual sales of alcoholic beverages shall not exceed 50% of the total gross annual food and beverage sales.
  - d. No more than two (2) alcoholic beverages shall be sold or served to any one (1) person during any purchase transaction.
  - e. Alcoholic beverages shall be served in non-glass containers that differ significantly in appearance from non-glass containers used for non-alcoholic beverages.
  - f. At all times when the Applicant is serving alcoholic beverages, an employee shall enter and monitor activity within each Cinema auditorium no less than every 30 minutes, and lighting within auditoria shall remain at a sufficient level to allow employees to monitor alcoholic beverage consumption.

- g. Applicant shall post signs that state “No Alcoholic Beverages Beyond This Point” at all Cinema exits.
  - h. No employee under 18 years of age may serve or sell alcoholic beverages.
23. Sales of alcohol for off-site consumption shall be prohibited.

**TABLE 2**

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

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

10. Sales of alcoholic beverages from drive-up or walk-up windows is prohibited.
11. The Applicant shall ensure that no alcoholic beverages which are purchased within the Applicant's establishment are consumed on any property adjacent to the licensed premises that is under the control of the Applicant.
12. The Applicant shall be responsible for maintaining free of litter the area adjacent to the establishment, which is under the control of the Applicant.
13. All public telephones shall be located within the interior of the establishment structure. No public phones shall be located on the exterior of the premises under the control of the establishment.
14. All graffiti on the site shall be removed or painted over in the same color as the surface to which it is applied within 24 hours after its occurrence.
15. The Applicant shall monitor the area under its control, in an effort to prevent the loitering of persons about the premises.
16. Drug Stores/Grocery Stores. The following conditions shall apply to Drug Stores and Grocery Stores:
  - a. The sales of alcoholic beverages shall be permitted only between the hours of 10:00 a.m. and 10:00 p.m., seven days a week.
  - b. No wine shall be sold with an alcoholic content of greater than 15% by volume, except for "dinner wines" which have been aged two years or more and which are maintained in corked bottles.
  - c. The sale of beer or malt beverages in individual containers of one quart, 22 ounces or 32 ounces is prohibited. No beer or malt beverages may be sold in quantities of less than six containers per sale.
  - d. Beer, malt beverages and wine coolers in individual containers of 16 ounces or less is prohibited. These individual containers that are 16 ounces or less must be sold in manufacturer's pre-packaged, multi-unit quantities.
  - e. Wine and distilled spirits shall not be sold in bottles or containers smaller than 750 milliliters. Beer coolers, wine coolers or pre-mixed distilled spirit cocktails must be sold in manufacturer's pre-packaged, multi-unit quantities.
17. On-site consumption of alcoholic beverages may be permitted when provided in conjunction with a gourmet wine store. The gourmet wine store may serve alcohol for on-site consumption from 10:00 a.m. to 2:00 a.m., seven days per week. The following additional conditions shall apply to wine tasting:
  - a. The owner or operator shall maintain a record of wines used for wine tastings. Records of wines consumed at wine tastings on-site or of those furnished by the establishment to any organization for wine tasting off-site shall include the date of the tasting, name and address of licensee, name of the organization if applicable, the address of the tasting if not conducted on the applicant's premises, and the brand, type, and quantity of each wine used. Wine tasting records shall be retained for a period of three years, and provided to the Zoning Administrator when requested.
  - b. Dump buckets shall be provided in conjunction with wine tasting.
  - c. Non-alcoholic beverages, in addition to water, shall be served.
  - d. No person under the legal age of 21 or any person who appears to be intoxicated shall be served an alcoholic beverage.
  - e. Food or snacks shall be provided in conjunction with wine tasting.

**Section 14.**

**TRANSPORTATION AND PARKING REGULATIONS.**

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

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

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

The General Manager's determination shall reflect the anticipated effect of the Pass-By Trips, use of transit, trips remaining internal to the Project, Trips generated by existing uses on the Project site, trips related jointly to STAPLES Center 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 Review approval, 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 9<sup>th</sup> 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 9<sup>th</sup> street off-ramp from the Harbor Freeway, to the satisfaction of the General Manager. The Project Study Report shall meet the requirements set by the State Department of Transportation (CALTRANS) for this improvement.
  - c. **Guarantee Provisions.** Any guarantee required pursuant to this Section may be satisfied by a letter of credit, surety bond or other suitable guarantee satisfactory to the City Engineer and the General Manager.
4. **Traffic Improvement Modifications.** The General Manager, at the request of the Applicant, may determine the implementation of any transportation improvement listed in Appendix C is infeasible and should be substituted with a comparable transportation improvement of equivalent cost or effectiveness. In that situation, the General Manager, in consultation with the Director, may modify or substitute the traffic improvement, provided the General Manager meets with the Applicant and determines what alternate and/or additional mitigation measures shall be implemented by the Applicant in order to meet the objectives of this subsection.

#### C. **Transportation Demand Management (TDM) Regulations.**

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

These measures may include, but are not limited to the following:

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

**D. Parking Regulations.**

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



## Parking Requirements Table

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

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

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

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

**Section 15.**

**TRANSFER OF FLOOR AREA.**

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

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

**Section 16.**

**SIGNAGE.**

**A. Specific Plan Compliance Requirements.**

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

2. **Review Procedure.**

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

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

- a. Aerial View Sign
- b. Architectural Ledge Sign
- c. Awning Sign
- d. Banner Sign
- e. Channel Letter Sign
- f. Inflatable Signs
- g. Ground Mounted Sign
- h. Temporary Sign in Sign District A-1
- i. Tenant ID Sign
- j. Wall Sign up to 1500 square feet in area
- k. Wayfinding Sign

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

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

approval, or unless the Area Planning Commission has issued a Comprehensive Sign Plan Review approval, pursuant to the procedures set forth in this section:

- a. Animated Sign
- b. Building I.D. Sign
- c. Electronic Message Display Sign
- d. Freeway Edge Sign
- e. Plaza Tower Sign
- f. Projected Image Sign
- g. Projecting Sign
- h. Roof Sign
- i. Supergraphic Sign
- j. Temporary Signs in Sign District A, B, C
- k. Wall Sign greater than 1500 square feet in area
- l. any other signs which are permitted by the LAMC and are not prohibited by this Specific Plan

Applicants may apply for sign approvals for individual signs or for projects which have been granted a Project Permit Compliance Review, through approval of a sign application by the Director. The Applicant may submit a sign application following the Project Permit Compliance Review or simultaneously with the Project Permit Compliance Review. Applicants may apply for sign approvals for multiple block areas through approval of a Comprehensive Sign Plan Review by the Area Planning Commission. The Director shall make a determination of whether the sign(s) complies with the requirements of this Specific Plan within 30 days from the date the application is deemed complete, unless the time limit is extended by mutual consent of the Applicant and the Director. Prior to the issuance of any permit by LADBS, the Director shall stamp, sign, and date an approved sign plan to be given to LADBS to ensure consistency in the permitting process.

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

- c. **Comprehensive Sign Plan Review.** An applicant may submit a Comprehensive Sign Plan Application for consideration by the Area Planning Commission.
  - (1) **Area Planning Commission Review.** The Director shall prepare a recommendation to the Area Planning Commission regarding each Comprehensive Sign Plan Application. The Area Planning Commission may approve, approve with modification, or disapprove a Comprehensive Sign Plan. Actions of the Area Planning Commission with regard to Comprehensive Sign Plans shall be based on consideration of the design intent of the design Guidelines for Signs, Appendix A – Design Guideline 20, traffic safety, and the compatibility of the proposed sign with the architectural and landscape character of the surrounding development.
  - (2) **Comprehensive Sign Plan Application.** Applicants seeking a Comprehensive Sign Plan Review by the Area Planning Commission shall submit a Comprehensive Sign Plan application to the Department of City Planning. The Applicant shall submit three copies of the Comprehensive Sign Plan drawn to scale, indicating the sign area, sign height, placement, lettering styles, materials, colors, lighting methods for the proposed signs, and elevations showing sign placement on structures and adjacent development. There can be only one Comprehensive Sign Plan for each Project located in the Specific Plan area. The application shall also identify the Sign District location(s), as shown graphically on Map 8, where the signs are proposed, and indicate conformance with the requirements specified for that location as set forth in Subsection C of this section.
- d. **Fee.** A sign application submittal shall be accompanied by a fee equal to the fee required for sign reviews pursuant to LAMC Section 19.01 Q. A Comprehensive Sign Plan application submittal shall be accompanied by a fee equal to the fee required for All Other Reviews for Specific Plan Design Review Approval in LAMC Section 19.01 Q.
- e. **Time Limit.** The Director shall approve, disapprove, or approve with conditions a sign application within 30 days from the date the application is deemed complete, unless the time limit is extended by mutual consent of the Applicant and the Director. The Area Planning Commission shall approve, disapprove, or approve with conditions a proposed Comprehensive Sign Plan within 75 days from the date the application is deemed complete, unless the time limit is extended by mutual consent of the Applicant and the Director.

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

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

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

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

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

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

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

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

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

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

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

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

**Freeway Edge Sign:** A sign that may consist of a Ground Mounted, Projecting, or Wall Sign within Sign District B.

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

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

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

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

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

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

**Plaza Tower Sign:** A sign that consists of a free-standing multi-sided structure, located only within the Central Plaza. A Plaza Tower Sign may consist of, but shall not be limited to, an Electronic Message Display Sign, a Projected Image Sign, or a Supergraphic Sign and located only within Sign District A-1. A Plaza Tower Sign shall not be considered to be a Pole Sign, as defined by LAMC Sec. 91.6203, or a Ground Mounted Sign.

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

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

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

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

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

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

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

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

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

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

**Wayfinding Sign:** A pedestrian or auto oriented sign which indicates the route to, direction of or location of a given goal, or which



provides regulatory or service information of a non-advertising character.

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

**C. General Requirements:**

1. **General Requirements of LAMC.** The intent of this Specific Plan is to create a vibrant and animated entertainment district, with dynamic and creative signage, including many signs that are not otherwise permitted by the LAMC. Except as otherwise provided, and pursuant to Section 3J of this Specific Plan, LAMC Sections 91.6205.6.1, 91.6205.6.2, 91.6205.11.2, 91.6205.11.4, 91.6205.11.7, 91.6205.11.8, 91.6205.12, 91.6205.13, 91.6207-91.6215, 91.6216.2, 91.6216.3, 91.6217-91.6219, 28.10, 28.11, 67.02(a) and 67.29 shall be superseded by this Specific Plan.
2. **Permitted Signs.** Except as otherwise provided in Subdivision 3, below, all signs defined in subsection B above and signs which are otherwise permitted by the LAMC shall be permitted, as set forth in this Specific Plan.
3. **Prohibited Signs.** Except as otherwise provided, the following signs shall be prohibited:
  - a. Internally Illuminated Awnings.
  - b. Conventional plastic faced box, canister, or cabinet signs.
  - c. Formed plastic faced box or injection molded plastic signs.
  - d. Luminous vacuum formed letters.
  - e. Odor-producing signs.
  - f. Any sign covering windows, with the exception of Supergraphic Signs which shall maintain outward views from windows.
  - g. Pole Signs.
  - h. Sandwich board signs.
  - i. Off-site signs
4. **Hazard Review.** Signs that adhere to the regulations outlined in Tables 3,4,5,6, and 7 of this Specific Plan shall be exempted from the Hazard Determination review procedures in LAMC Section 91.6205.5. Electronic Message Display Signs shall be subject to review under the process established by Subsection A of this Section. As part of this process, the Director of Planning shall consult with the General Manager on the design and operational elements of any Electronic Message Display sign. All applicable signs shall continue to be subject to Caltrans approval.
5. **Sign Area Calculation.** Sign area shall be calculated in accordance with LAMC Section 91.6203, except as follows:

- a. Temporary Signs in Sign District A-1 (See Map 8) shall be excluded from computation of sign area, up to a total of 10,000 square feet.
  - b. Wayfinding signs shall be excluded from computation of sign area.
  - c. Aerial View signs shall be excluded from computation of sign area.
6. **Freeway Exposure.** Notwithstanding provisions of LAMC 91.6205.6 to the contrary, all Signs permitted by this Specific Plan are determined to be exempt from LAMC 91.6205.6.1. The total square footage of all Animated Signs and Electronic Message Display Signs located on the Olympic West Subarea shall not exceed 1,500 square feet. The Director shall have the authority to limit the refresh rate on any Animated Sign or Electronic Message Display Sign within the Olympic West Subarea to refresh no more frequently than once every four seconds, with an interval between messages of not less than one second, and with an unchanged intensity of illumination.
  7. **Sign Height for Ground Mounted Signs.** Ground Mounted Signs shall be limited to 35 feet. Ground Mounted Signs may exceed 35 feet for a height of up to 50 feet only if they do not break the roofline of the podium level of the adjacent building wall. Sign height shall be measured as the vertical distance from the adjacent finished Grade to the top of the sign.
  8. **Sign Height for Freeway Edge Signs.** Freeway Edge Signs shall be limited to 65 feet in height.
  9. **Sign Height for Plaza Tower Signs:** Plaza Tower signs shall be limited to 100 feet in height.
  10. **Existing Signs.** Existing signs and/or sign support structures that legally exist prior to October 21, 2001 and signs authorized by Ordinance No. 172465 shall be permitted to continue pursuant to LAMC Section 91.6206. The sign area of preexisting signs shall count toward sign area allowed by this Specific Plan, with the exception of signs authorized by Ordinance 172465, which shall be excluded from computation of sign area.
  11. **Illumination.** All signs within the Specific Plan may be illuminated. Signs may be illuminated by either internal or external means. Methods of signage illumination may include, but not be limited to: electric lamps, such as neon tubes; fiber optic; incandescent lamps; cathode ray tubes exposed directly to view; shielded spot lights and wall wash fixtures. All Illuminated Signs shall be designed, located or screened so as to limit direct light sources onto any residential units that are located outside of the Specific Plan area.
  12. **Building I.D. Signs.** Any signage that includes corporate sponsors as part of the building identification, shall be designed so as to present internally consistent and internally proportionate sign copy. Signs that include corporate sponsors shall utilize lettering size and styles which are generally uniform, in order that all words or names within the sign are not of a significantly different scale than the rest of the sign copy. Building I.D. Signs are permitted to break the plane of the roof.

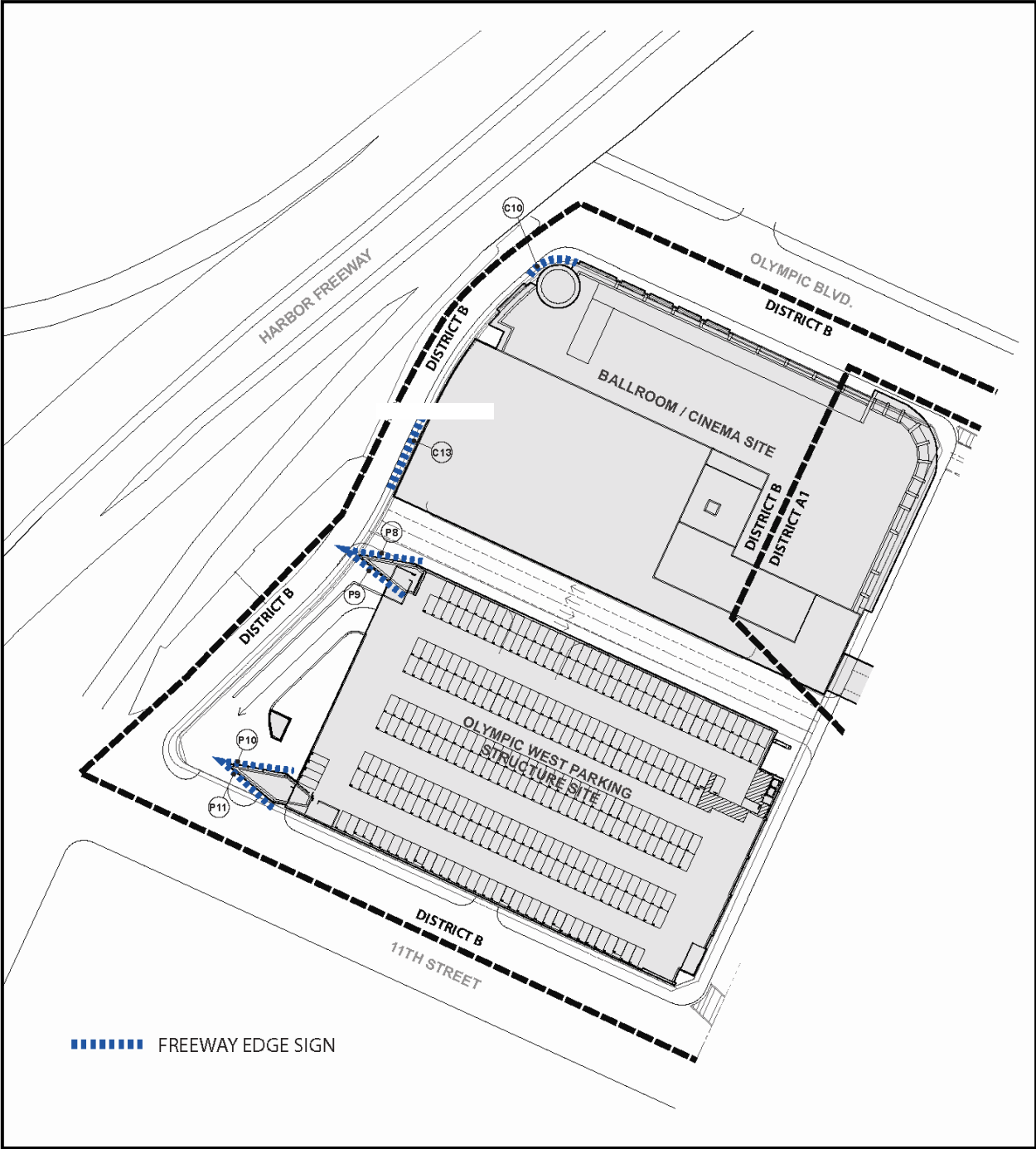
Any portion of a Building I.D. Sign above the plane of the roof shall consist of free-standing letters or characters which are not applied or attached to any background structure, building, or material, except as necessary for support.

13. **Inflatable Signs.** An Inflatable Sign shall only be permitted in Sign District A-1. An Inflatable Sign is a temporary sign. An Inflatable Sign shall be equipped with a rapid deflation device acceptable to LADBS. Inflatable Signs may be attached to a building, but may not cover doors, vents, rescue windows, or other openings that serve occupants of the building. Inflatable signs may not exceed the height limits of the building envelope permitted in each Subarea pursuant to Section 10 of this Specific Plan. An Inflatable Sign shall not contain any text message except for the name of the business or event for which it is displayed.
14. **Supergraphic Signs.** Locations for all Supergraphic Signs, with the exception of temporary Supergraphic Signs, shall be identified at the time of building design plan development and shall be integrated into the architecture of the building to the satisfaction of the Director. In no event shall a Supergraphic Sign be permitted above 150 feet in height, with the exception of Sign District A-1, where sign heights of up to 225 feet shall be permitted. A Supergraphic Sign that is comprised of vinyl or other material may be attached to a wall with an adhesive approved by the Fire Department or by mechanical means approved by LADBS. A Supergraphic Sign shall not cover doors, vents, rescue windows, or other openings that serve occupants of the building. Supergraphic Signs comprised of mylar or other film-like transparent material, such as perforated vinyl, may be applied directly to windows.
15. **Freeway Edge Signs.** A Freeway Edge Sign may be located as indicated on Map 7. The size of a Freeway Edge Sign shall comply with Tables 4 and 6. The Director shall refer to the Conceptual Signage Map of the Olympic West Subarea, dated October 16, 2006, and located in the City file, to provide guidance in approving Freeway Edge Signs.
16. **Sign Types and Heights.** Except for Temporary Signs, signage types located at heights above 150 feet shall be limited to Building I.D. Signs, Tenant I.D. Signs, and, where permitted, Supergraphic Signs.
17. **Sign Districts.** For sign regulation purposes, the Specific Plan area is divided into four Sign Districts, as shown on Map 8.
18. **Additional Limitation for Signage in Sign District A-1 and Sign District B.** In no event shall the combined total amount of square footage of signage in Sign District A-1 and B exceed 136,000 square feet, exclusive of up to 10,000 square feet of temporary signage.
19. **Vertical Sign Zones.** For sign regulation purposes, Sign Districts are divided into Vertical Sign Zones, as shown on Exhibits 6-A and 6-B.
20. **Signs Within More Than One Sign District or Vertical Sign Zone.** In those instances where a single sign is proposed to cross more than one Sign District or more than one Vertical Sign Zone, the sign shall be permitted and the sign area shall

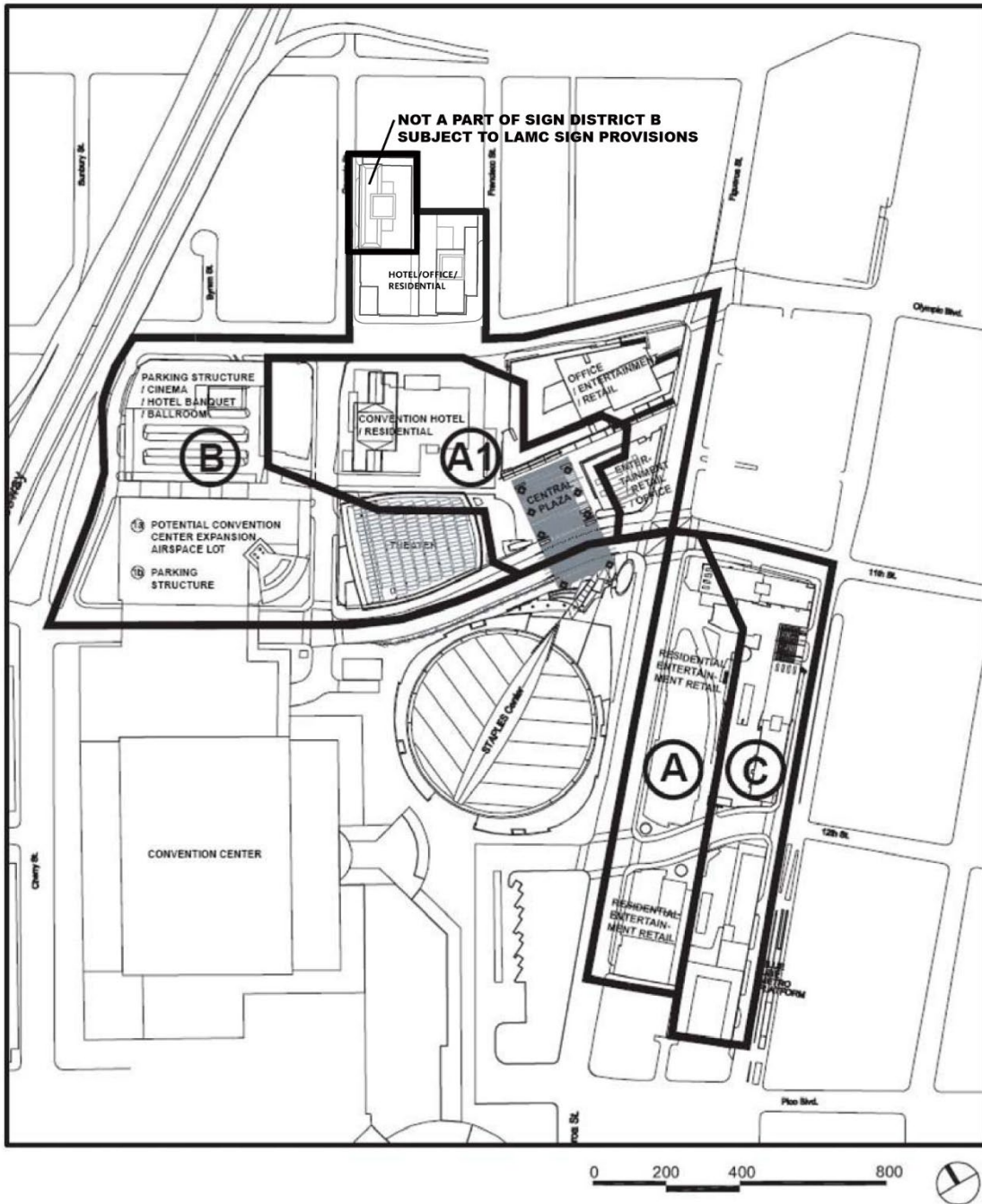
be calculated based upon each applicable district and level within which the sign is located. In no event shall the sign area of an individual sign exceed that permitted in the most permissive Sign District or Vertical Sign Zone area in which the sign is located. Adjustments to facade coverage requirements for Building I.D. signs primarily located within one Vertical Sign Zone, and protruding into a second, more restrictive Vertical Sign Zone less than 10 linear feet, may be processed as a Specific Plan Adjustment pursuant to LAMC Section 11.5.7.E. Where portions of a sign are subject to differing animation, hours of operation or other regulations, each portion of the sign shall be subject to the applicable regulations for that portion of the sign. No sign separations shall be required for a single sign which is located in more than one Sign District or Vertical Sign Zone.

21. **Conceptual Signage Map for Olympic East, West and North Subareas.** The Director shall refer to the Conceptual Signage Map for the Olympic East, West and North Subareas, dated October 16, 2006 and located in the City file, to provide guidance in approving permitted signage within the Specific Plan area as it relates to Sign Districts A-1 and B, as set forth in Tables 4 and 6. The Conceptual Signage Map may be modified and updated, in accordance with this Specific Plan and as approved by the Director.
  
22. **Large-Scale Architectural lighting.** Large-scale architectural lighting may be approved at the time of building design development by a Director's determination, and shall be exempt from sign area for purposes of this Specific Plan. Large-Scale Architectural Lighting shall contain no text, logos, messages, or images of any kind, and shall serve only to highlight or accentuate vertical, horizontal, or other elements of the structure. Large-Scale Architectural Lighting that acts to extend a sign image background over a larger architectural area shall be included in the calculation of sign area. Large-Scale Architectural Lighting may be multi-hued and may gently change hues in a slow, deliberate manner with a slow, drawn-out constant intensity, and may mark special seasons, weather, or events with unique color arrangements. At no time shall Large-Scale Architectural Lighting flash, blink, scroll, move, or stream. For purposes of this Specific Plan, Large-Scale Architectural Lighting shall change hue no more than once every ten minutes with no change in intensity and be considered a non-animated lighting element. The Director of Planning shall place limits on illumination intensity and retain the right to impose additional conditions.

**MAP 7  
FREEWAY EDGE SIGN LOCATIONS**



**MAP 8  
SIGN DISTRICTS**



\* Section 16, Signage, shall not apply to the four parcels described as Lots 20, 21, 22 and 23 as shown on F.J. Nettleton's Subdivision of the Ellis Tract. Thus, all applicable signage-related provisions of the Los Angeles Municipal Code shall apply to those four parcels, including but not limited to, Chapter I, Article 4.4; Chapter II, Article 8, Section 28.00, et seq.; Chapter VI, Article 7, Section 67.00, et seq.; and Chapter IX, Article 1, Division 62.

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

Sign Districts A, B, C:

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

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

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

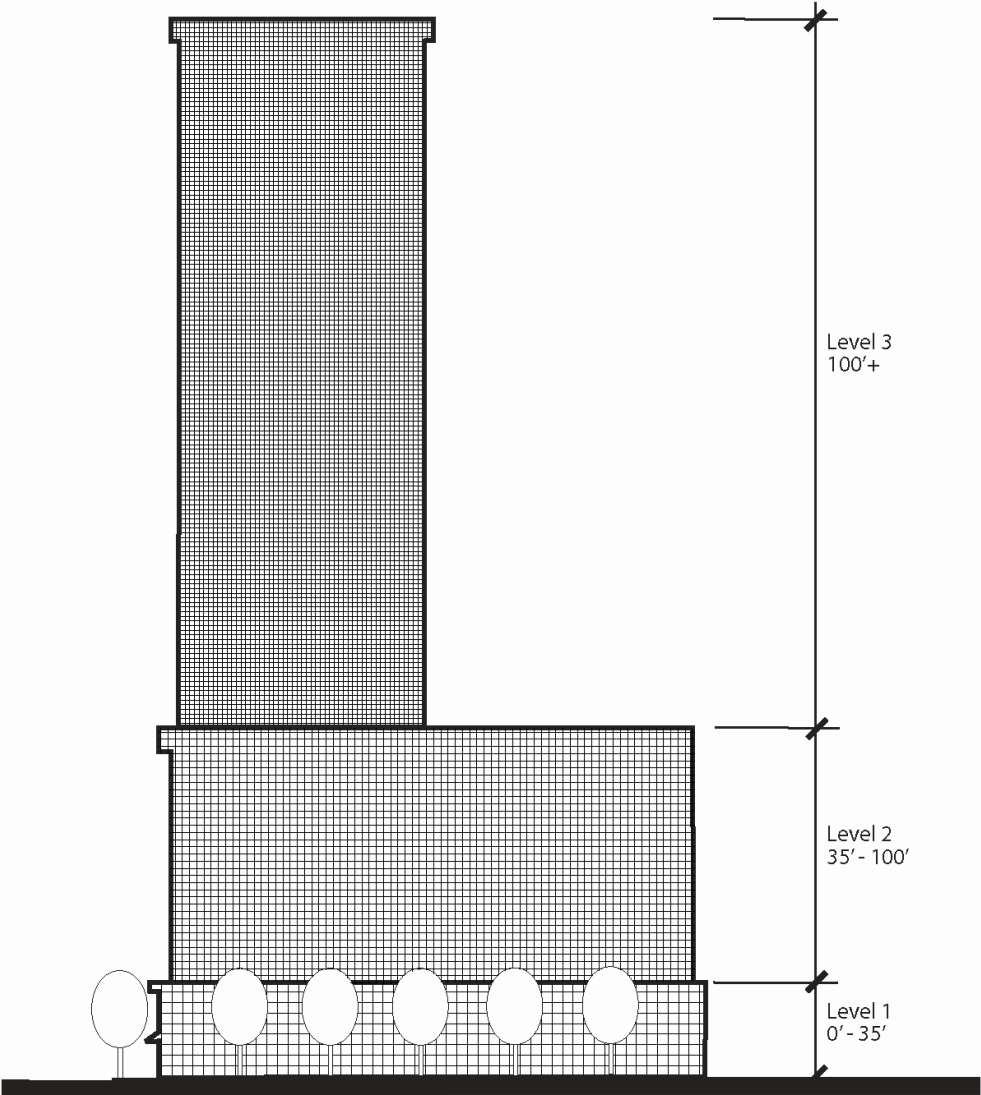
Sign District A-1:

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

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

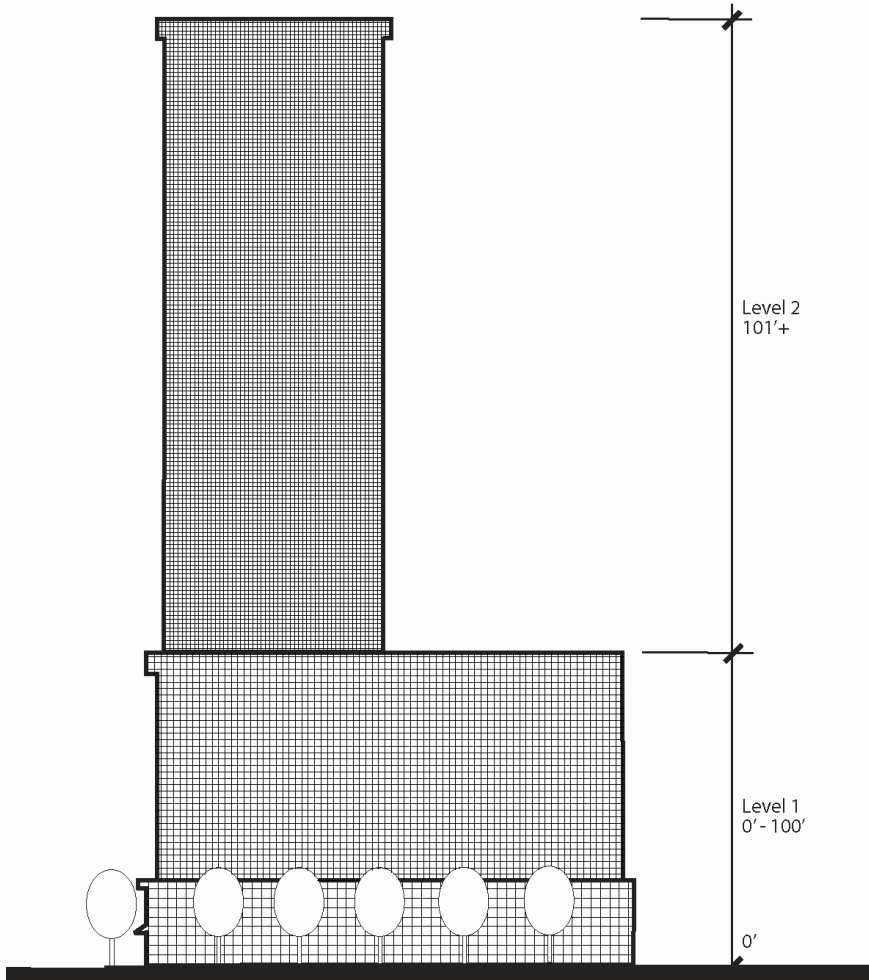
1. **Sign Classification.** All signs shall be classified as either Animated or Non-animated, as defined by this ordinance and as set forth in Table 3.
2. **Permitted Sign Area.** Permitted sign area within the Specific Plan is a percentage of the building façade area, which is the general outer surface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

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





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



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

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

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

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

**District A-1**

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

**District B**

Level 1	Permitted	Not Permitted*	20%
Level 2	Permitted	Permitted	30%
Level 3	Permitted	Not Permitted	5% <sup>1</sup>

**District C**

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

**District A-1 (Plaza Tower Signs)**

Tower Signs	Permitted	Permitted	6 Tower Signs/1480 sf sign area each
-------------	-----------	-----------	--------------------------------------

**District B (Freeway Edge Signs)**

Freeway Edge Signs	Permitted	Not Permitted	4 Freeway Edge Signs/maximum total of 8970 sf sign area <sup>2</sup>
--------------------	-----------	---------------	--

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

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

<sup>2</sup> See Map 7 for conceptual Freeway Edge Signs location.

the internal private drive between Cherry Street and Georgia Street, within the Olympic West subarea, shall be permitted to be Animated below the height of 35 feet as otherwise required, subject to the approval of the Director of Planning.

TABLE 5  
PERMITTED OPERATING HOURS

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

**District A-1**

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

**District B**

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

**District C**

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

**District A-1 (Plaza Tower Signs)**

Tower Signs	No restriction	No restriction
-------------	----------------	----------------

**District B (Freeway Edge Signs)**

Freeway Edge Signs	No restriction	not permitted
--------------------	----------------	---------------

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

TABLE 6  
MAXIMUM PERMITTED INDIVIDUAL SIGN AREA

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

**District A-1**

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

**District B**

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

**District C**

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

**District A-1 (Plaza Tower Signs)**

Tower Signs	1480 sf	1480 sf
-------------	---------	---------

**District B (Freeway Edge Signs)**

Freeway Edge Signs	3000 sf	not permitted
--------------------	---------	---------------

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

TABLE 7  
MINIMUM SEPARATION BETWEEN INDIVIDUAL SIGNS

<b>District A</b>	<b>NON-ANIMATED SIGNS</b>	<b>ANIMATED SIGNS</b>
Level 1	1 ft	not permitted
Level 2	2 ft	4 ft
Level 3	5 ft	not permitted

**District A-1**

Level 1	0	0
Level 2	0	0

**District B**

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

**District C**

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

**District A-1 (Plaza Tower Signs)**

Tower Signs	0 ft	0 ft
-------------	------	------

**District B (Freeway Edge Signs)**

Freeway Edge Signs	0 ft	not permitted
--------------------	------	---------------

\*Adjacent signage located on perpendicular facades shall not require any separation.

**Section 17.**

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

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

**Section 18.**

**INTERPRETATION.**

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

**Section 19.**

**AMENDMENTS TO APPENDICES AND A AND F - DESIGN GUIDELINES AND STREETScape PLAN.**

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

**Section 20.**

**SEVERABILITY.**

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

APPENDIX A

LOS ANGELES SPORTS AND ENTERTAINMENT DISTRICT DESIGN GUIDELINES

1. Site Planning

A. Building-Street Relationship

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

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

Table 1

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

\* excluding frontage devoted to Central Plaza

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

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



**Table 2**

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

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

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

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

**Table 3**

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

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

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

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

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

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

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

**Table 4**

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

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

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

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

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

**Advisory Design Criteria:**

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

**B. Open Space**

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

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

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

**Table 5**

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

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

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

**Table 6**

Open Space Type	Public Access
Streets	reference LASED Streetscape Plan
Sidewalks	reference LASED Streetscape Plan
Building Setback	required
Paseos	required
Entry Forecourts	required
Courtyards	not required
Plazas	required
Central Plaza	required
Roof Terrace	not required

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

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

**Table 7**

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

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

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

**Table 8**

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

\* seats may be permanent or temporary, accessible during normal business hours  
 \*\* benches and seat walls are to be counted at a rate of 1 seat per 2 lineal feet of bench or seat wall

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

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

**Table 9**

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

**Advisory Design Criteria**

- **Advisory Criteria:** Plazas and courtyards may incorporate amenities beyond the minimum required, including permanent and/or temporary seating, to facilitate their enjoyment and use. Seating should be placed with consideration to noontime sun and shade; mature deciduous trees should be planted as the most effective means of providing comfortable access to sun and shade.
- **Advisory Criteria:** Roof terraces should incorporate trees and other plantings in permanent and temporary planters that will shade, reduce reflective glare, and add interest to the space. These spaces should also include permanent and temporary seating that is placed with consideration to sun and shade, and other factors contributing to human comfort.
- **Advisory Criteria:** Plants and other landscape features should further contribute to the containment of open space.

- **Advisory Criteria:** Landscape elements should support an easy transition between indoors and outdoors through such means as well-sited and comfortable steps, shading devices and/or planters that mark building entrances, etc.
- **Advisory Criteria:** Landscape elements should establish scale, reinforce continuity between indoors and outdoors space, and enhance the open connective quality of the District. Mature canopy trees should be provided within the District's open spaces, especially along streets and required setbacks.
- **Advisory Criteria:** Landscape elements should provide scale, texture and color throughout the District. A rich, yet coordinated palette of landscape elements that enhances the District's identity and role as a special place is encouraged.

### C. Circulation, Access and Parking Facilities

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

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

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

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

### D. Service & Loading Facilities and Mechanical Equipment

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

- Design Standard 14A: Street-level access to service and loading facilities shall be located a minimum of 50 feet from a primary building entrance, pedestrian paseo, or public

outdoor gathering area. This guideline shall not apply to a residential or hotel drop-off (porte-cochere).

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

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

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

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

## 2. ARCHITECTURE

### A. Architectural Character

#### Advisory Design Criteria

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

### B. Massing and Scale

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

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

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

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



### **Advisory Design Criteria**

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

### **C. Articulation and Fenestration**

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

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

### **Advisory Design Criteria**

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

### **D. Material and Colors**

### **Advisory Design Criteria:**

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

## **3. Signage and Lighting**

### **A. District Sign Character**

Design Guideline 20: Establish separate Sign Districts that support the overall design and land use concept for the LASED. Contribute to a lively, colorful, and exciting pedestrian atmosphere with animated and illuminated signage and graphics that are compatible with sports, retail, and entertainment uses. Sign districts are identified as follows:

- **Sign District A:** Sign District A includes those areas along Figueroa that directly face STAPLES Center. This Sign District will permit prominent and dynamic sign types, including video display, LED readerboards, and electronic billboards. Likewise, street level tenants will be encouraged to present dynamic, state-of-the-art facades with expressive lighting, audio-visual effects, and dimensional signage. The amount and intensity of permitted signage shall be somewhat less than Sign District A-1, nevertheless Sign District A will be an energetic and highly activated intense area of dynamic signage.
- **Sign District A-1:** Sign District A-1 includes the Central Plaza, the Convention Center Hotel, and those facades of other buildings in the Olympic East Subarea that most directly face the Central Plaza and STAPLES Center. The Central Plaza, the plaza for the Convention Center Hotel and those facades facing each in particular will be a focus of intense activity, and the signage will communicate this excitement. In addition, the Central Plaza will include Plaza Tower Signs. This Sign District will permit the most prominent and dynamic sign types, including video display, LED reader boards, and electronic billboards. Likewise, street level tenants will be encouraged to present dynamic, state-of-the-art facades with expressive lighting, audio-visual effects, and dimensional signage.
- **Sign District B:** Sign District B generally encompasses buildings and uses located along Olympic and Figueroa north of 11<sup>th</sup> Street. These streets will be active and engaging places, and signs will support the vitality and action along these streets. Signage that enhances the presence of the various uses along these streets will be encouraged, and tenants will incorporate innovative and dynamic signage. In addition, District B will include a limited amount of Freeway Edge Signs. The amount of signage will be somewhat less than Sign District A, in recognition of

Olympic and Figueroa's function as primary traffic movers; animated signage will be restricted up to 35 feet to minimize distractions to motorists.

- **Sign District C:** Signage within Sign District C will be most restrained to respond to residential uses within and adjacent to this area. The intent is to promote a more peaceful living environment without undue impacts upon residential uses. Smaller signs, no animation, less lighting and shorter operating hours will create a proper transition between the excitement of the Central Plaza and nearby neighborhoods.

## **B. Individual Sign Character**

### **Advisory Design Criteria:**

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

## **C. Sign Visibility & Legibility**

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

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

### **Advisory Design Criteria**

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

#### **D. Sign Illumination & Animation**

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

- Design Standard 23A: Signs shall use appropriate means of illumination. These include: neon tubes; fiber optics, incandescent lamps, LEDs, cathode ray tubes, shielded spotlights and wall wash fixtures.
- Design Standard 23B: Illuminated signs may incorporate animation, such as flashing elements (i.e. borders, writing, pictorial representations, emblems or other figure of similar character) or a flashing sign surface that serves as a field backdrop during operation, except along Flower Street.
- Design Standard 23C: Animated Signs and Electronic Message Display Signs which directly front a freeway shall be discouraged. Total Animated Sign and Electronic Message Display Sign square footage within the Olympic West Subarea shall be limited to 1500 square feet. Those approved animated signs fronting a freeway shall be limited to a refresh rate of no more than once every four seconds, with an interval between messages of not less than one second, and the intensity of illumination will not change.

#### **Advisory Sign Criteria**

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

#### **E. Prohibited Signs**

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

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

#### **F. General Lighting Character**

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

- Design Standard 25A: A parking structure's internal light fixture luminaires shall be shielded from adjacent uses and properties.

- Design Standard 25B: Lighting shall be directed away from adjacent properties and roadways, and shielded as necessary.

**Advisory Design Criteria**

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

**G. Architectural Lighting**

**Advisory Design Criteria**

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

**H. Landscape Lighting**

**Advisory Design Criteria**

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

**4. SPECIAL FEATURES**

**A. Central Plaza**

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

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

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

- Design Standard 27A: Shade trees and planters of a permanent kind shall be limited to the Plaza’s periphery; temporary planters may be introduced within the interior of the Plaza.

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

#### **Advisory Design Criteria**

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

#### **B. 11<sup>th</sup> Street Pedestrian Area**

Design Guideline 28: Articulate the design of the 11<sup>th</sup> Street Pedestrian Area to differentiate it from the standard street. Unify the design and treatment of the 11<sup>th</sup> Street Pedestrian Area with the Central Plaza and Star Plaza at STAPLES Center.

- Design Standard 28A: Paving shall be coordinated with the adjacent plazas to complement these spaces and support the easy flow of pedestrian traffic across these spaces during off-peak closure to vehicular traffic.
- Design Standard 28B: The design of the 11<sup>th</sup> Street Pedestrian Area shall feature special paving, flat or rolled curbs, fixed bollards with removable chains along the curb line, and other improvement required by LADOT.

**APPENDIX B  
TRIP GENERATION TABLE**

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

1. Based on Weekday PM Peak Hour

**APPENDIX C  
TRAFFIC IMPROVEMENTS**

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



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

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