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Applicant

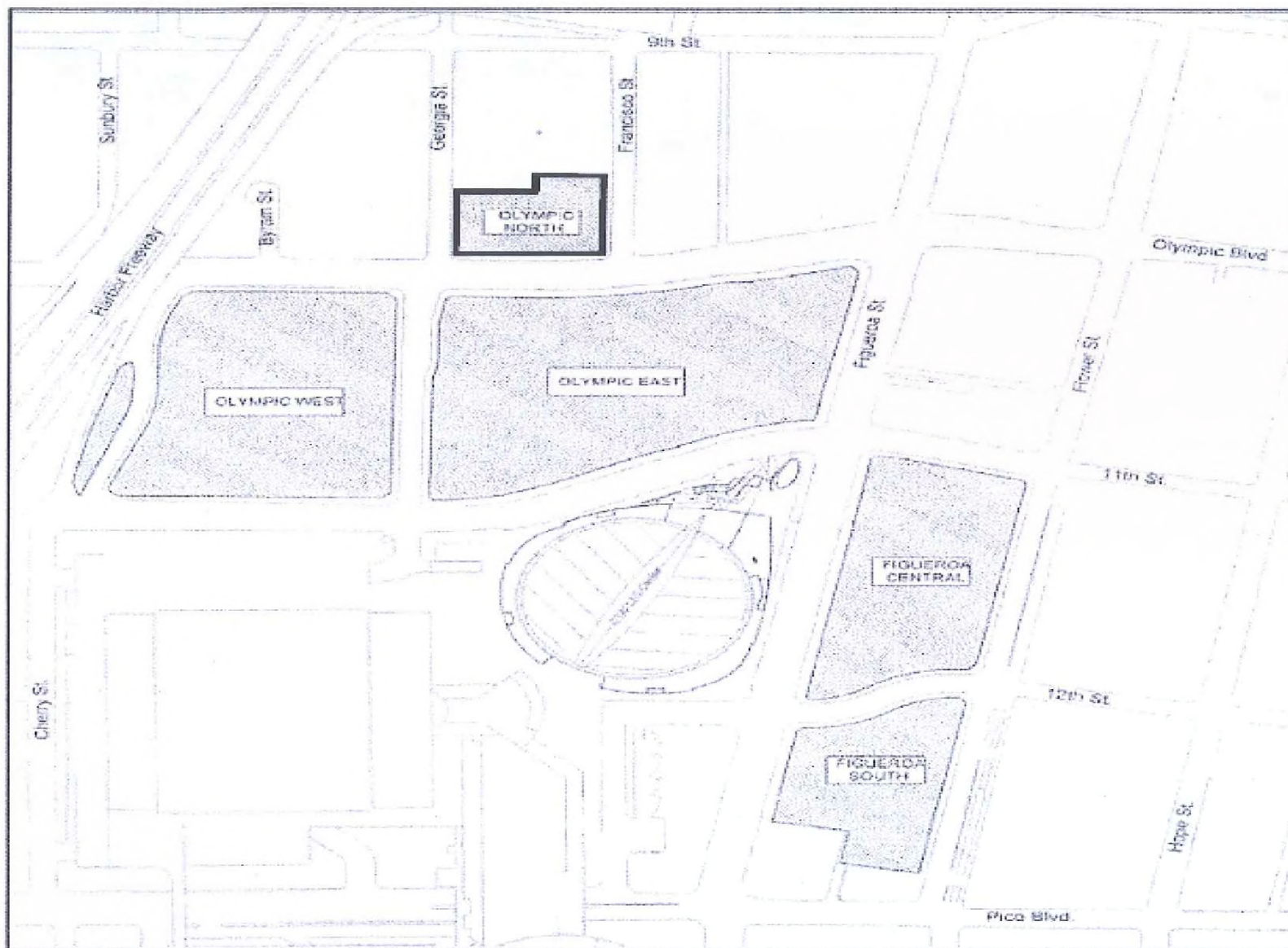
Council File 09-3070
CPC-2009-2677-GPA-SPA-ZC-DA

LOS ANGELES SPORTS & ENTERTAINMENT DISTRICT

AMENDMENT FOR OLYMPIC NORTH SUBAREA

Planning and Land Use Management Committee
January 26, 2010

MAP 1:
BOUNDARIES OF SPECIFIC PLAN AREA



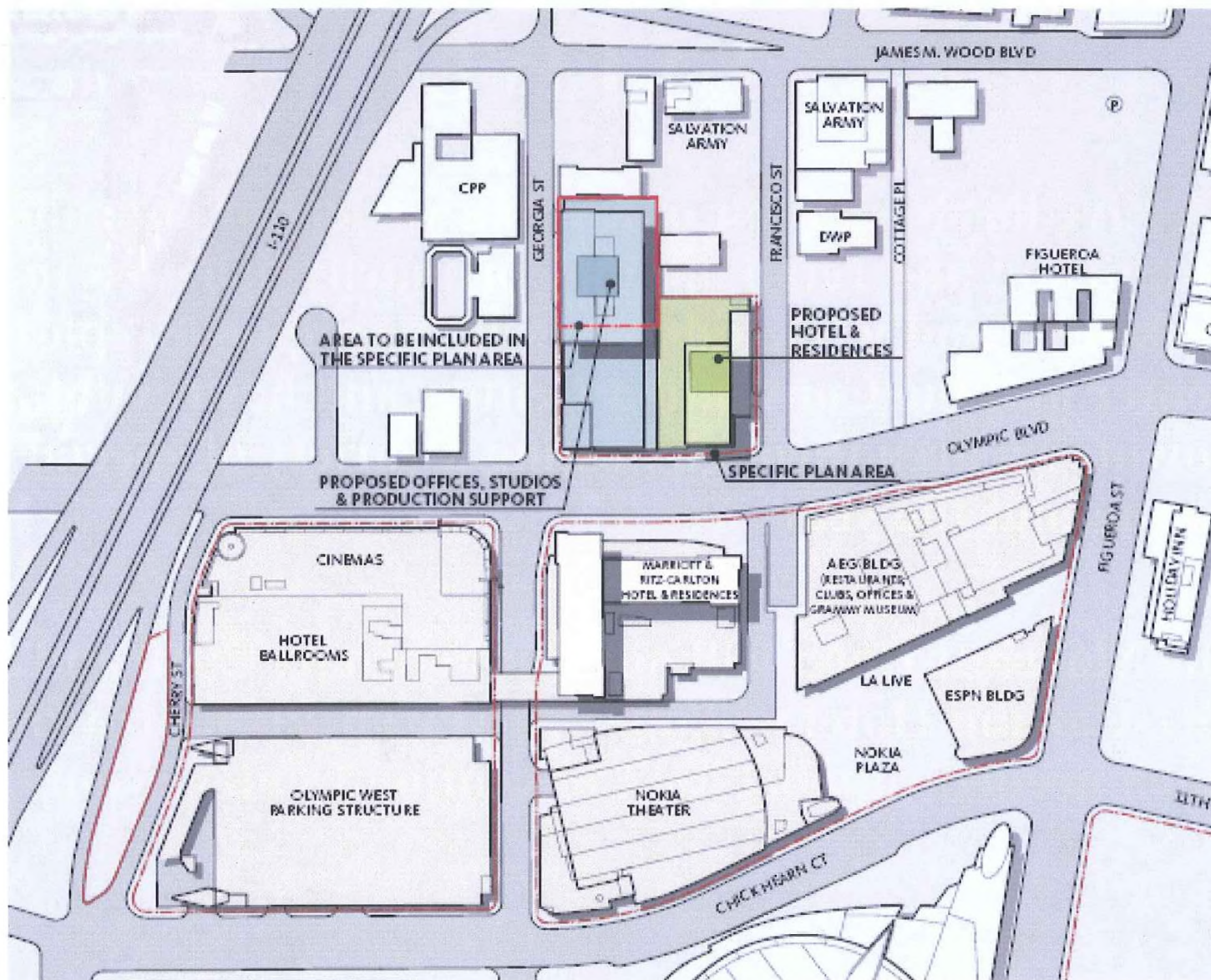
LOS ANGELES SPORTS & ENTERTAINMENT DISTRICT

- **The LASED was created in 2001 to create a major regional entertainment/mixed-use district to complement Staples Center and the Los Angeles Convention Center and serve as a catalyst for the development of Downtown Los Angeles**
- **The Specific Plan allows shifts in the amounts, types and location of land uses in response to market conditions**
- **The Olympic North Subarea currently allows a 400 room hotel and 100 residential units**



LA LIVE

- **LA Live has been built out with a variety of entertainment, restaurant, and retail options, primarily oriented to weeknight and weekend uses, which support Staples Center and the Convention Center, and has revitalized the Downtown area through hosting a variety of special events throughout the year**
- **The Marriott Hotel will open in February 2010 and the Ritz-Carlton Hotel will open in March 2010, providing much needed support for Convention Center events**



Overall Site Plan

PROJECT DESCRIPTION

- **Adds approximately 333,000 square feet of office uses and 270,000 square feet of broadcasting and studio uses within the Olympic North Subarea**
- **Reduces hotel/residential uses to 275 hotel rooms and 65 residential units within the Olympic North Subarea**
- **Net addition of 312,000 square feet due to hotel and residential floor area reductions on the Olympic North Subarea and hotel, ballroom and residential floor area reductions on the Olympic West and Olympic East Subareas**
- **Incorporates four neighboring parcels into the Olympic North Subarea, which would also become subject to the Development Agreement's provisions and obligations**



Programmatic Massing View

PROJECT HEIGHT

- **Increases permitted tower height for the Olympic North Subarea from 200 feet to 350 feet**
- **Permitted height still less than that allowed for other Subareas, including the Olympic East Subarea (660 feet) and Figueroa Central Subarea (575 feet)**

PROJECT BENEFITS

- **State-of-the-art office tower with entertainment and production studio capabilities to enhance Downtown's competitiveness as a location for the entertainment industry**
- **Creates synergies with nearby Grammy Museum, Staples Center, and ESPN's broadcasting studio and enhances the LASED as a premier location for the entertainment industry**
- **Adds important weekday component to the LASED to balance existing nighttime uses and enhance the 24/7 district**

PROJECT BENEFITS

- **Additional daytime employment would support and increase patronage to existing LASED and other Downtown uses**
- **Generates approximately 1,700 more jobs than previous plans for the Olympic North Subarea**
- **Maintains all public benefits currently provided under the Development Agreement and DDA for the existing LASED parcels**
- **Expands the scope of the community benefits required under the Development Agreement and DDA, such as prevailing and living wage, local hiring, job training, and opportunities for minority and women business enterprises, to the additional development permitted on the Olympic North Subarea**