JUNE LAGMAY City Clerk

HOLLY L. WOLCOTT Executive Officer **JITY OF LOS ANGELES**

CALIFORNIA



Office of the CITY CLERK

Council and Public Services Room 395, City Hall Los Angeles, CA 90012 General Information - (213) 978-1133 Fax: (213) 978-1040

www.cityclerk.lacity.org

ANTONIO R. VILLARAIGOSA MAYOR

April 12, 2011

PLACE IN FILES A.O.R. 1 2 2011 DEPUTY

To All Interested Parties:

The City Council adopted the action(s), as attached, under Council file

No. <u>11-0106</u>, at its meeting held <u>March 29, 2011</u>.

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An Equal Employment Opportunity - Affirmative Action Employer

Mayor's Time Stamp RECEIVED 2011 MAP 2 0	TIME LIMIT FILES ORDINANCES	CITY City Clerk's Time Stamp
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OUNCIL FILE NUMBER11-0106	COUN	

COUNCIL APPROVAL DATE	MARCH 29, 2011	LAST DAY FOR MAYO	R TO ACT	APR 1 1. 2011
ORDINANCE TYPE: Ord	of IntentZoning	Personnel	_ General	

____Improvement X_LAMC LAAC ___CU or Var Appeals - CPC No._____

SUBJECT MATTER:

ESTABLISHING A DEVELOPMENT AGREEMENT FOR PROPERTY AT 916, 925 AND 937 WEST SEVENTH STREET; 655, 685, 695, AND 699 FIGUEROA STREET; AND 900 AND 930 WEST WILSHIRE BOULEVARD

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DATE RECEIVED FROM MAYOR	- 8 2011	ORDINANO	CE NO. 1816	536
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ORDINANCE FOR DISTRIBUTION: YES	NO			

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SUBJECT MATTER:

ESTABLISHING THE FIGUEROA AND SEVENTH STREET SIGN DISTRICT PURSUANT TO THE PROVISIONS OF SECTION 13.11 OF THE LOS ANGELES MUNICIPAL CODE

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SUBJECT TO THE MAYOR'S APPROVAL

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COUNCIL FILE NO. 11-0106

COUNCIL APPROVAL DATE MARCH 29, 2011

RE: ESTABLISHING A DEVELOPMENT AGREEMENT FOR PROPERTY AT 916, 925 AND 937 WEST SEVENTH STREET; 655, 685, 695, AND 699 FIGUEROA STREET; AND 900 AND 930 WEST WILSHIRE BOULEVARD

APR 07 2011 LAST DAY FOR MAYOR TO ACT [10 Day Charter requirement as per LAMC Section 12.24)

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SUBJECT TO THE MAYOR'S APPROVAL

COUNCIL FILE NO. <u>11-0106</u>

COUNCIL DISTRICT

COUNCIL APPROVAL DATE MARCH 29, 2011

RE: ESTABLISHING THE FIGUEROA AND SEVENTH STREET SIGN DISTRICT PURSUANT TO THE PROVISIONS OF SECTION 13.11 OF THE LOS ANGELES MUNICIPAL CODE

LAST DAY FOR MAYOR TO ACT APR 1 1 2011 [10 Day Charter requirement as per LAMC Section 12.24)

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APPROVED	*DISAPPROVED
	*Transmit objections in writing pursuant to Charter Section 231 (h)
DATE OF MAYOR APPROVAL OR DISAPPROVAL APR 07 2011	CITY CLERK'S O CITY CLERK'S O BY
MAYOR Steno/110106a.mi/srb	ERK BOFFICE

MOTION

I HEREBY MOVE that Council APPROVE the following recommendations of the City Attorney (Item #1, Council file 11-0106) relative to establishing a Development Agreement for property at 916, 925 and 937 West Seventh Street; 655, 685, 695, and 699 Figueroa Street; and 900 and 930 West Wilshire Boulevard, SUBJECT TO THE APPROVAL OF THE MAYOR:

- 1. CERTIFY that the Environmental Impact Report (EIR No. 2009-1577-EIR-GB; State Clearing House No. 2009071035) has been completed in compliance with the California Environmental Quality Act (CEQA), the State Guidelines and the City Guidelines and that the City Council has reviewed the information contained therein and considered it along with other factors related to this project; that this determination reflects the independent judgment of the lead agency City of Los Angeles; and that the documents constituting the record of proceedings in this matter are located in Council file 11-0106 in the custody of the City Clerk and in the files of the Department of City Planning in the custody of the Environmental Review Section; and ADOPT the Environmental Impact Report.
- 2. ADOPT the FINDINGS made pursuant to and in accordance with Section 21081 of the Public Resources Code and the Statement of Overriding Considerations prepared by the City Planning Department and ADOPT the Statement of Overriding Considerations.
- 3. ADOPT the FINDINGS pursuant to and in accordance with Section 21081.6 of the California State Public Resources Code, the Mitigation Monitoring and Reporting Program as the Findings of Council and ADOPT the Mitigation Monitoring and Reporting Program.
- 4. ADOPT the December 16, 2010, FINDINGS of the City Planning Commission, including the CEQA findings and the Development Agreement findings as the Findings of the Council, as attached to Council File No. 11-0106.
- 5. APPROVE the Transfer of Floor Area Rights from the Los Angeles Convention Center Site at 1201 South Figueroa Street, a City-owned property, to the subject property, for an amount not to exceed 1,485,458 square feet.
- 6. PRESENT and ADOPT the accompanying ORDINANCE, approved by the Director of Planning, authorizing the execution of the Development Agreement, subject to the effective date of the ORDINANCE, between Hanjin International Corporation and the City of Los Angeles for a proposed 20-year Master Plan for the demolition of an existing hotel, and the development of a hotel and mixed use project totaling not more than 2,543,437 square feet, on a 3.2 acre site; with a maximum 560 hotel rooms and/or condo- hotel units, 100 residential units, 1,500,000 square feet of office, 275,000 square feet of amenity areas; including one approximately 65-story structure, no more than 1,250 feet in height, one approximately 45-story structure, no more than 750 feet in height, and an approximately six-story podium structure, no more than 168 feet in height; including a rooftop heliport and subterranean parking, for the property at 916, 925 and 937 West Seventh Street; 655, 685, 695, and 699 Figueroa Street; and 900 and 930 West Wilshire Boulevard.

Applicant: Hanjin International Corporation Representative: Thomas Properties Group (Joel Miller, Psomas)

- 7. REQUEST the Mayor to execute the Development Agreement on behalf of the City.
- 8. REQUEST the City Attorney, subject to the effective date of the Ordinance, to obtain all necessary signatures needed to process the Development Agreement.
- 9. ADVISE the applicant that, pursuant to Government Code Section 65868.5 that the Development Agreement is required to be filed with the County Clerk no later than ten days after the City has entered into the agreement.
- 10. ADVISE the applicant that, pursuant to California State Public Resources Code Section 21081.6, the City shall monitor or require evidence that mitigation conditions are implemented and maintained throughout the life of the project and the City may require any necessary fees to cover the cost of such monitoring.
- 11. ADVISE the applicant that, pursuant to State Fish and Game Code Section 711.4, a Fish and Game Fee and/or Certificate of Fee Exemption is now required to be submitted to the County Clerk prior to or concurrent with the Environmental Notice of Determination filing.

PRESENTED BY ____

JAN PERRY Councilmember, 9th District

SECONDED BY

TOM LABONGE Councilmember, 4th District

ADOPTED

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LOS ANGELES CITY COUNCIL

TO THE MAYOR FORTHWITH

March 29, 2011

CF 11-0106

MOTION

I HEREBY MOVE that Council APPROVE the following recommendations of the City Attorney (Item #10, Council file 11-0106) relative to establishing the Figueroa and Seventh Street Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code, SUBJECT TO THE APPROVAL OF THE MAYOR:

- 1. CERTIFY that the Environmental Impact Report (EIR No. 2009-1577-EIR-GB; State Clearing House No. 2009071035) has been completed in compliance with the California Environmental Quality Act (CEQA), the State Guidelines and the City Guidelines and that the City Council has reviewed the information contained therein and considered it along with other factors related to this project; that this determination reflects the independent judgment of the lead agency City of Los Angeles; and that the documents constituting the record of proceedings in this matter are located in Council file 11-0106 in the custody of the City Clerk and in the files of the Department of City Planning in the custody of the Environmental Review Section; and ADOPT the Environmental Impact Report.
- 2. ADOPT the FINDINGS made pursuant to and in accordance with Section 21081 of the Public Resources Code and the Statement of Overriding Considerations prepared by the City Planning Department and ADOPT the Statement of Overriding Considerations.
- 3. ADOPT the FINDINGS pursuant to and in accordance with Section 21081.6 of the California State Public Resources Code, the Mitigation Monitoring and Reporting Program as the Findings of Council and ADOPT the Mitigation Monitoring and Reporting Program.
- 4. ADOPT the December 16, 2010, FINDINGS of the City Planning Commission, including the CEQA findings and the Development Agreement findings as the Findings of the Council, as attached to Council File No. 11-0106.
- 5. PRESENT and ADOPT the accompanying ORDINANCE relative to establishing the Figueroa and Seventh Street Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code.
- 6. ADVISE the applicant that, pursuant to California State Public Resources Code Section 21081.6, the City shall monitor or require evidence that mitigation conditions are implemented and maintained throughout the life of the project and the City may require any necessary fees to cover the cost of such monitoring.
- 7. ADVISE the applicant that, pursuant to State Fish and Game Code Section 711.4, a Fish and Game Fee and/or Certificate of Fee Exemption is now required to be submitted to the County Clerk prior to or concurrent with the Environmental Notice of Determination filing.

PRESENTED BY _

JAN PERRY Councilmember, 9th District

Councilmember, 4th District

TOM LABONGE

SECONDED BY

ADOPTED A- MAR 29 000 Dee Attached Motion LOS ANGELES CITY COUNCIL TO THE MAYOR FOR INWITH

March 29, 2011 CF 11-0106

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MOTION

I MOVE that the matter of ENVIRONMENTAL IMPACT REPORT, MITIGATION MEASURES, MITIGATION MONITORING AND REPORTING PROGRAM, STATEMENT OF OVERRIDING CONSIDERATIONS, COMMUNICATION FROM CITY ATTORNEY, and ORDINANCE FIRST CONSIDERATION relative to establishing the Figueroa and Seventh Street Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (LAMC), Item 10 on today's Council Agenda (CF 11-0106), BE AMENDED to PRESENT and ADOPT the attached additional Findings in support of adopting the Figueroa and Seventh Street Sign District.

PRESENTED BY

JAN PERRY Councilwoman, 9th District



SECONDED BY

ADGPTED

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LOS ANGELES CITY COUNCIL

TO THE MAYOR FOR HANTH

March 29, 2011

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SUPPLEMENTAL FINDINGS IN SUPPORT OF ADOPTING THE FIGUEROA AND SEVENTH STREET SIGN DISTRICT

The City Council makes the following supplemental findings in support of the adoption of the Figueroa and Seventh Street Sign District ("Sign District").

1. The development of the Arena and Los Angeles Sports and Entertainment District ("LASED") projects have served as a catalyst for the removal of blight and unsafe conditions and for renewed interest and investment in the Central City as a key business, entertainment, and cultural destination.

2. Additional urban infill and public-transit oriented redevelopment, including hotels, multifamily residential, office and retail projects on and around Figueroa Boulevard up to and including the 7th Street Metro Station, are necessary to ensure the continued vitality of the Arena, LASED, and related projects, and to support the momentum which is transforming the Central City into a world class business, entertainment, and cultural hub.

3. Such infill projects require unique and vibrant signage both to attract visitors to the Central City area and to attract investment in transformative redevelopment projects.

4. In furtherance of this salutary purpose, on February 13, 2011, the City Council adopted a Motion directing the Planning Department to initiate proceedings to establish a Figueroa Corridor Signage Supplemental Use District ("Figueroa Corridor SUD").

5. The Figueroa Corridor SUD under study covers a geographic area that includes several transformative projects, some of which are currently under review by the City, and some of which have existing sign regulations. A cohesive planning effort addressing signage throughout the Corridor study area would result in comprehensive policy serving to physically coordinate continued development and create a unified distinct character.

7. The Wilshire Grand redevelopment will be a key component of the Figueora Corridor SUD, as well as a pivotal project supporting the Arena, the LASED, and the City's efforts to continue the transformation of the Central City area.

8. The existing Wilshire Grand Hotel and Center is over 50 years old and has small, substandard rooms. The hotel is functionally obsolete. It is not economically or physically feasible to perform the substantial major capital improvements to renovate hotel rooms, mechanical systems, and base infrastructure, including electrical, plumbing, elevators, escalators, heating, ventilation and air conditioning systems to meet hospitality industry standards for hotels. serving business and convention guests.

9. A February 16, 2011, letter from PKF Consulting USA to the City's Chief Legislative Analyst Office states that a review of the Wilshire Grand's financial statements from December 31, 2007 through 2010 has revealed that "Wilshire Grand Los Angeles has incurred net losses for each of the past four years and the extent of the losses has increased materially over the past two years. Net losses before Income Taxes have approximated \$5.8 Million for each of the past two years." The property owner, Hanjin International Corporation, has announced that it intends to close the hotel in the near future, as early as December 2011.

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10. The City Council finds that if the hotel closes without a viable redevelopment plan in place, the City's interests in traffic safety and community esthetics will be severely compromised. Indeed, the closure of the hotel without a viable redevelopment plan will create blight and dangerous conditions in the Central City area, counteracting the important progress the City has achieved with the Arena, LASED and related projects.

11. Hanjin International Corporation's redevelopment plan, which was approved by the City Council on March 9, 2011, proposes the construction of an iconic state-of-the-art, high quality, mixed-use, transit-oriented development. The entitlements include approvals for a 65-story office tower reaching 1,250 feet in height, a 45-story, four-star hotel reaching 750 feet in height, and a six-story podium structure.

12. The proposed project is comprised of a maximum 560 hotel rooms and/or condo-hotel units; 100 residential units; 1,500,000 square feet of office uses; 275,000 square feet of amenity areas including retail and restaurant uses, conference and meeting rooms, ballrooms, spa, fitness center, and ancillary hotel, residential, and office areas. The project will be constructed over eight levels of subterranean parking containing approximately 1,900 parking spaces.

13. The Central City presently lacks an adequate number of 4-star hotel rooms to support the City's convention center bookings and activities. As a result, the convention center fails to attract a sufficient number of large, national and international conventions and the City's investment in the convention center has been largely unsuccessful. The City Council finds that a new high quality hotel will allow the City to attract more and larger conventions, supporting the City's investment in the convention center, and will increase the Central City's reputation as an ideal location for major conventions, as well as a world class business, entertainment, and cultural hub.

14. This higher level of quality and service is also likely to result in increased average daily rates throughout the downtown hotel market, and will create demand for the numerous businesses in the Central City that support the convention center and hospitality industry. Market forces will thus be unleashed to counteract the forces of blight that have plagued significant portions of the Central City area in the past.

15. The project will also benefit the City as a whole. As the \$1.2 billion direct investment for this project multiplies through the City economy, project construction is projected to generate nearly \$2.0 billion in City economic activity and create 12,536 construction-related jobs. Once completed, the project is projected to create \$1.5 billion in annual economic activity for the City. Additionally, the office tower, which will be the first high-rise office tower developed in the Central City in over 22 years, will attract new major corporate headquarters to the City. (The Economic and Fiscal Impacts of the Wilshire Grand Redevelopment Project in the City of Los Angeles, April 2010, by HR&A Advisors, Inc.)

16. The project will also serve the City's interests in encouraging large-scale infill development in areas that are served by existing and future public transit infrastructure. The project is immediately adjacent to the 7th Street/Metro Center Station, one of the busiest transit centers in the Southern California region. This station is currently served by the Red Line, Purple Line, Silver Line, and Blue Line. The station will also be served by the Expo Line when

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it opens. Both the Blue Line and the Expo Line will have their Central City terminus at this station. The station also acts as a major bus hub, serving many bus routes operated by Metro and other regional/municipal transit agencies including the Metro Silver Line, Metro Express buses on the Harbor Transitway, three Metro Rapid lines, 28 Metro Local lines, and commuter and local services from nine other agencies.

17. The project itself contains numerous programs to improve traffic conditions. For example, improvements will be made to the 7th Street Streetscape including (i) the 7th Street overpass over the Harbor Freeway and extending five blocks east to Olive Street, and (ii) the Wilshire Boulevard overpass over the Harbor Freeway. The improvements will provide a unified new streetscape with new sidewalks, street paving, street trees, street furniture, curb edge and gutters, relocated and consolidated bus stops and new sidewalk "bumpouts" to allow for sidewalk dining. Traffic flow will be improved and traffic and pedestrian safety increased. The streetscape improvements will be consistent with the Downtown Design Guide and Street Standards and will create an enhanced pedestrian environment. The project will support "Next Train/Next Bus" technology, which provides visual digital displays of real-time train arrival information, shown at the project site, nearby bus stops and Metro portals, and broadcast to internet-enabled cell phones and other digital devices. The project will provide a new "knockout" access panel within the project's subterranean parking garage, permitting future connection to the 7th Street/Metro Center Station.

18. The City Council finds that unique signage, including Digital Displays, Scrolling Digital Displays, and Integral Digital Displays, and unique lighting, including Large Scale Architectural Lighting, and Integral Large Scale Architectural Lighting, are essential elements of the project. Such signs and lighting will result in a truly iconic development that will draw visitors, businesses, and both commercial and cultural activity to the Central City area.

19. Additionally, the inclusion of such signs provides strong support for the economic viability of the project. The City has commissioned an economic analysis of the proposed project which revealed that a transient occupancy tax subvention agreement is necessary to support the development. Even with the subvention agreement, there is still a significant multimillion dollar gap between the investment needed to complete the project and the anticipated revenues that the project will generate upon completion.

20. The City Council also finds that as a result of the lingering impacts of the Great Recession and the financial collapse that caused it, financing of development projects remains challenging for average development projects in the City, not to mention iconic development projects such as that which Hanjin International Corporation proposes. The City Council finds that the creation of a unique sign district, tied to carefully crafted development thresholds, will create a strong incentive to finance and complete this transformative, "generational" project.

21. While the unique sign regulations in the Sign District deviate in certain respects from the generally applicable regulations and policies the City has put in place to serve its interests in traffic safety and aesthetics (*i.e.*, such as the City's prohibition on off-site advertising, freeway-facing signs, and certain limitations governing digital displays), the City finds that the signage is an essential component of the project, and the project taken as a whole will significantly further

the City's interests in traffic safety and aesthetics in the Central City area for the reasons discussed above.

22. The unique signage regulations will also further the City's interests in traffic safety and aesthetics in surrounding communities. The Sign District requires that billboard signs must be removed from the South Los Angeles, Central City or Westlake Community Plan areas before off-site signs may be installed on the integrated digital displays or scrolling digital displays. The sign district provides for two square feet of scrolling digital displays, and three square feet of integrated digital displays for every square foot of billboard removed. The City Council finds that this equation is necessary to compensate for the fact that integrated digital displays and scrolling digital displays are, by their nature, low-resolution signs requiring a larger format to display a message.

23. The City Council finds that it would be preferable to adopt this Sign District as part of the greater Figueroa Corridor SUD. The City, however, lacks the financial resources to expeditiously proceed with the environmental study for the greater Figueroa Corridor SUD, and given the tremendous extent to which this project will further the City's interests, the City Council finds that delaying this project is not a viable option. Past experience has, in fact, demonstrated that delay, in and of itself, can frequently kill even the best proposed projects.

24. Additionally, the Development Agreement for this project includes a community benefit wherein the developer will provide \$400,000 to support the environmental study for the Figueroa Corridor SUD. Thus, this project itself will assist the City in expeditiously bringing the Figueroa Corridor SUD to fruition.

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MOTION

I MOVE that the matter of ENVIRONMENTAL IMPACT REPORT, MITIGATION MEASURES, MITIGATION MONITORING AND REPORTING PROGRAM, STATEMENT OF OVERRIDING CONSIDERATIONS, COMMUNICATION FROM CITY ATTORNEY, and ORDINANCE FIRST CONSIDERATION relative to establishing the Figueroa and Seventh Street Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (LAMC), Item 10 on today's Council Agenda (CF 11-0106), BE AMENDED to PRESENT and ADOPT the attached ordinance in lieu of the ordinance attached to the file, in order to make technical corrections and add additional regulatory controls.

PRESENTED BY

JAN ÞERRY

Councilwoman, 9th District

SECONDED BY

ADOPTED

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LOS ANGELES CITY COUNCEL

March 29, 2011

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