

FINDINGS

(As amended by the City Planning Commission on September 14, 2017)

A. General Plan

1. General Plan Land Use Designation.

The subject property is located within the Central City Community Plan area (adopted January 8, 2003), which designates the property as Regional Center Commercial land use with the corresponding zones of CR, C1.5, C2, C4, C5, RD, R4, R5, RAS3, and RAS4 and High Density Residential land uses with a corresponding zone of R5. On December 16, 2016, the Department of City Planning initiated an amendment to the Figueroa and Olympic Sign District to expand the existing boundaries of the Figueroa and Olympic Sign District that is currently bounded by 9th Street, Figueroa Street, Flower Street, and Olympic Boulevard, to include the subject site.

The project involves a mixed-use development consisting of a 300-room hotel, 435 residential units, and 58,959 square feet of commercial uses. The development and the Sign District are consistent with the applicable zoning regulations and land use policies of the Central City Community Plan, which aims to provide a variety of housing opportunities, maximize development opportunities around future transit systems, and to enhance the positive characteristics of existing uses which provide the foundation for community identity, such as scale, height, bulk, setbacks and appearance.

2. General Plan Text

- a. Central City Community Plan: The mixed-use development is consistent with several objectives and policies of the Central City Community Plan. The plan text includes the following relevant residential and commercial objectives and policies:

Residential

Objective 1-1: To promote development of residential units in South Park.

Objective 1-2: To increase the range of housing choices available to Downtown employees and residents.

Commercial

Objective 2-2: To retain the existing retail base in Central City.

Objective 2-3: To promote land uses in Central City that will address the needs of all the visitors to Downtown for business, conventions, trade shows, and tourism.

Policy 2-3.1: Support the development of a hotel and entertainment district surrounding the Convention Center/Staples Arena with linkages to other areas of Central City and the Figueroa corridor.

Objective 2-4: To encourage a mix of uses which create an active, 24-hour downtown environment for current residents and which would also foster increased tourism.

Policy 2-4.1: Promote night life activity by encouraging restaurants, pubs, night clubs, small theaters, and other specialty uses to reinforce existing pockets of activity.

The mixed-use project replaces a 178-room hotel and surface parking lots in an area characterized by entertainment uses (LA Live and Staples Center), the Convention Center, and commercial, restaurants, and multi-family residential uses that are in close proximity to numerous public transit options, including Metro Local and Express Lines, LADOT DASH and Commuter Express Lines, and the Metro Blue, Expo, Red, and Purple Lines. The project provides much-needed housing, hotel rooms, and jobs to the Central City area, and includes landscaping and pedestrian improvements that support this area as a vibrant 24-hour downtown environment that will serve the residents and employees of the South Park area, as well as visitors for business, conventions, trade shows, and tourism.

- b. Framework Land Use Chapter: The Framework Element's Land Use chapter policy encourages the retention of the City's stable residential neighborhoods and proposes incentives to encourage whatever growth that occurs to locate in neighborhood districts, commercial and mixed-use centers, along boulevards, industrial districts, and in proximity to transportation corridors and transit stations. Land use standards and densities vary by location to reflect the local conditions and diversity and range from districts oriented to the neighborhood, the community, the region, and, at the highest level, the national and international markets.

The General Plan Framework identifies Regional Centers as focal points of regional commerce, identity, and activity and offering a "diversity of uses such as corporate and professional offices, retail commercial malls, government buildings, major health facilities, major entertainment and cultural facilities and supporting services." Regional Center provides "a significant number of jobs and many non-work destinations that generate and attract a high number of vehicular trips. Consequently, each center shall function as a hub of regional bus or rail transit both day and night."

The project supports and will be generally consistent with the General Plan Framework Land Use Chapter as it accommodates development of residential uses in accordance with the applicable policies of the Central City Community Plan. Specifically, the project will comply with the Regional Centers following goal, objective and policies set forth in the General Plan Framework Land Use Chapter:

Goal 3F: Mixed-use centers that provide jobs, entertainment, culture, and serve the region.

Objective 3.4: Encourage new multi-family residential, retail commercial, and office development in the City's neighborhood districts, community, regional, and downtown centers as well as along primary transit corridors/boulevards, while at the same time conserving existing neighborhoods and related districts.

Policy 3.4.1: Conserve existing stable residential neighborhoods and lower-intensity commercial districts and encourage the majority of new commercial and mixed-use (integrated commercial and residential) development to be located (a) in a network of neighborhood districts, community, regional, and downtown centers, (b) in

proximity to rail and bus transit stations and corridors, and (c) along the City's major boulevards, referred to as districts, centers, and mixed-use boulevards, in accordance with the Framework Long-Range Land Use Diagram.

Objective 3.10: Reinforce existing and encourage the development of new regional centers that accommodate a broad range of uses that serve, provide job opportunities, and are accessible to the region, are compatible with adjacent land uses, and are developed to enhance urban lifestyles.

The project is a mixed-use development consisting of a 300-room hotel, 435 residential units, and 58,959 square feet of commercial uses. The new hotel, commercial, and restaurants will provide new job opportunities. The residential and commercial uses will be well served by transit, including the Pico Station operated which serves the Blue Line and the Expo Line, the 7th Street/Metro Center Station which provides rail service to the Blue, Expo, Red, and Purple Lines, multiple Metro bus lines, and DASH services. As proposed, the project is meeting the intent of the goals, policies and objectives of the Framework Element.

- c. Housing Element: 2013-2021 Housing Element, the Housing Element of the General Plan, is the City's blueprint for meeting housing and growth challenges. The Housing Element identifies the City's housing conditions and needs, identifies goals, objectives, and policies that are the foundation of the City's housing and growth strategy, and provides an array of programs the City has committed to in order to implement and create sustainable, mixed-income neighborhoods across Los Angeles. The project is consistent with the following goals, objectives and policies of the Housing Element:

Goal 1: Housing Production and Preservation: A City where housing production and preservation result in an adequate supply of ownership and rental housing that is safe, healthy and affordable to people of all income levels, races, ages, and suitable for their various needs.

Objective 1.1: Produce an adequate supply of rental and ownership housing in order to meet current and projected needs.

Policy 1.1.3: Facilitate new construction and preservation of a range of different housing types that address the particular needs of the city's households.

Policy 1.1.4: Expand opportunities for residential development, particularly in designated Centers, Transit Oriented Districts and along Mixed-Use Boulevards.

Policy 1.3.5: Provide sufficient land use and density to accommodate an adequate supply of housing units by type and cost within the City to meet the projections of housing needs, according to the policies and objectives of the City's Framework Element of the General Plan.

Objective 2.2: Promote sustainable neighborhoods that have mixed incomes housing, jobs, amenities, services and transit.

The site currently does not include residential uses. The project proposes to develop 435 residential condominium units in a range of sizes, including one, two and three-bedroom units, and penthouse units. The variety in dwelling unit types will accommodate a variety of family sizes within the existing mixed-use community. The project's 435 residential units will help further achieve the Mayor's goal of producing 100,000 dwelling units by 2021. Furthermore, the project is located within walking distance to several Metro Local and Rapid bus lines, DASH bus lines and Commuter Express Lines, and the Metro Blue, Red, and Purple Lines.

Goal 2: Safe, Livable and Sustainable Neighborhoods

Objective 2.3: Promote sustainable buildings, which minimize adverse effects on the environment and minimize the use of non-renewable resources.

Policy 2.3.2: Promote and facilitate reduction of water consumption in new and existing housing.

Policy 2.3.3: Promote and facilitate reduction of energy consumption in new and existing housing.

Objective 2.4: Promote livable neighborhoods with a mix of housing types, quality design and a scale and character that respects unique residential neighborhoods in the City.

Policy 2.4.1: Promote preservation of neighborhood character in balance with facilitating new development.

The mixed-use project will replace existing parking lots and a 178-room hotel, creating a safe and livable environment adjacent to existing employment and several public transportation lines. The project also includes several amenities for residents, employees and visitors including a commercial retail, restaurant establishments, entertainment uses, and publically accessible open space. In addition, the project will comply with all state, regional, local and LAMC requirements for water and energy conservation and waste reduction. The project also includes EV ready parking spaces and 51,975 square feet of open space, including landscaped public courtyards.

- d. Health and Wellness Element: Plan for a Healthy Los Angeles, the Health and Wellness Element of the General Plan, seeks the promotion of a healthy built environment in a manner that enhances opportunities for improved health and well-being, and which promotes healthy living and working conditions. As further analyzed in the EIR and herein, the project is consistent with the following policies:

Policy 2.2: Healthy building design and construction

"Promote a healthy built environment by encouraging the design and rehabilitation of buildings and sites for healthy living and working conditions, including promoting enhanced pedestrian-oriented circulation, lighting, attractive and open stairs, healthy building materials and universal accessibility using existing tools, practices, and programs."

The project includes mixed-use development consisting of a 300-room hotel, 435 residential units, and 58,959 square feet of commercial uses. The project also includes 51,975 square feet of open space of public and private open space, including landscaped plazas that will be publicly accessible. The project's location, near numerous public transportation lines will encourage pedestrian circulation.

Policy 2.6: Repurpose underutilized spaces for health

"Work proactively with residents to identify and remove barriers to leverage and repurpose vacant and underutilized spaces as a strategy to improve community health."

The project will replace existing surface parking lots and hotel use with a 300-room hotel, 435 residential units, and 58,959 square feet of commercial uses that will be a significant benefit to the immediate community. In addition, the project will provide 51,975 square feet of open space.

Policy 5.1: Air pollution and respiratory health

"Reduce air pollution from stationary and mobile sources; protect human health and welfare and promote improved respiratory health."

The project is located within walking distance of several public transportation lines and is adjacent to designated bicycle lanes. Project residents and visitors will be within walking distance of retail, restaurants and jobs. In addition, the project provides 654 bicycle parking spaces and EV ready parking spaces, to encourage alternative means of transportation, thus reducing air pollution from vehicles. The project also provides HVAC systems for all residential units with the minimum Code required MERV 8 rated filters to improve the health and welfare of project residents.

Policy 5.7: Land use planning for public health and GHG emission reduction

"Promote land use policies that reduce per capita greenhouse gas emissions, result in improved air quality and decreased air pollution, especially for children, seniors and others susceptible to respiratory diseases."

As discussed above, the project includes bicycle parking and EV ready spaces to help reduce GHG emissions during operation of the project.

- e. Mobility Element: Mobility Plan 2035, the Mobility Element of the General Plan, will not be negatively affected by the recommended action herein. The project is consistent with the five goals of the plan to provide:

1. Safety First
2. World Class Infrastructure
3. Access for All Angelenos
4. Collaboration, Communication and Informed Choices
5. Clean Environments & Healthy Communities

Pursuant to Mobility Plan 2035, the designations of the project's adjacent streets are:

Figueroa Street is a Modified Boulevard II, dedicated to a variable width of 107 to 111.5 feet along the project's west street frontage; Flower Street is a Modified Avenue II, dedicated to a 90-foot width along the project's east street frontage; Olympic Boulevard is a Boulevard II, dedicated to a variable width of 100 to 122 feet along the project's north street frontage; and 11th Street is a Modified Collector Street, dedicated to a 91-foot width along the project's south street frontage. Moreover, the Bureau of Engineering has required dedications and improvements on Olympic Boulevard and Figueroa Street, and improvements on Flower Street. The project site is served by the following transit and bus lines:

- Metro Local Lines: 14, 28, 30, 33, 37, 55, 66, 70, 71, 76, 78, 79, 81, and 96
- Metro Limited Lines 330 and 355
- Metro Express Lines 442 and 460
- Metro Rapid 728, 733, and 770
- Metro Silver Line
- LADOT DASH D and F
- LADOT Commuter Express Lines: 419, 431, 437, 438, 448, and 534
- Foothill Transit Lines: 493, 497, 498, 499, and 699
- Foothill Transit Silver Streak
- OCTA Lines: 701 and 721
- Santa Monica Big Blue Bus Rapid 10
- Torrance Transit 4
- Metro Blue Line (Pico Station at Flower Street/Pico Boulevard)
- Metro Expo Line (Pico Station at Flower Street/Pico Boulevard)
- Metro Red Line (7th Street/Metro Center Station)
- Purple Line (7th Street/Metro Center Station)

Bicycle Lanes are proposed in the 2010 Bicycle Plan for Figueroa Street, Flower Street, Hill Street, 11th Street east of Main Street, Pico Boulevard, and Venice Boulevard. Bicycle Routes/bicycle-friendly streets are also proposed on Hope Street north of Pico Boulevard, 11th Street west of Main Street, and Pico Boulevard east of Hope Street. The dedicated bicycle lanes on Figueroa Street are estimated to be installed by the completion of Phase 1 of the project (second quarter of 2020). As shown in the Mobility Plan, the Bicycle Enhanced Network designates Figueroa Street (between 7th Street and 11th Street), and 11th Street (between Figueroa Street and Broadway) for priority planned bicycle lanes, and 11th Street (west of Figueroa) for inclusion in the Priority Neighborhood Enhanced Network. The Bicycle Lane Network would include priority planned bicycle lanes on Venice Boulevard/16th Street and planned bicycle lanes on Flower Street, Hill Street, Pico Boulevard, and Washington Boulevard.

Bicycle lanes, which are facilities where bicycles have use of a dedicated and striped lane within the roadway, are a component of street design with dedicated striping, separating vehicular traffic from bicycle traffic. These facilities offer a safer environment for both cyclists and motorists. Bicycle routes, which are facilities where bicycles share the lane with vehicular traffic on a marked and signed roadway, are identified as bicycle-friendly streets where motorists and cyclists share the roadway and there is no dedicated striping of a bicycle lane. Bicycle routes are preferably located on collector and lower volume arterial streets.

- f. Sewerage Facilities Element: Improvements may be required for the construction or improvement of sewer facilities to serve the subject project and complete the City sewer system for the health and safety of City inhabitants, which will assure compliance with the goals of this General Plan Element.
- g. Redevelopment Plan: Enacted on June 29, 2011, Assembly Bill 1x-26 (AB 26) revised provisions of the Community Redevelopment Law of the State of California, to dissolve all redevelopment agencies and community development agencies in existence and designate successor agencies, as defined, as successor entities. Among the revisions, the amendments to the law withdrew all authority to transact business or authorize powers previously granted under the Community Redevelopment Law (Section 34172.a.2), and vested successor agencies with all authority, rights, powers, duties and obligations previously vested with the former redevelopment agencies (Section 34172.b). The CRA/LA, is the Designated Local Authority, and successor agency to the CRA.

The project site is located within the boundaries of the City Center Redevelopment Project Plan area. As such, consistency with the Redevelopment Plan goals and objectives must be examined together with the land use policies of the Central City Community Plan. The project is consistent with the following objectives of the Redevelopment Plan:

- Objective 2. To further the development of Downtown as the major center of the Los Angeles metropolitan region, within the context of the Los Angeles General Plan as envisioned by the General Plan Framework, Concept Plan, City-wide Plan portions, the Central City Community Plan, and the Downtown Strategic Plan.
- Objective 3. To create an environment that will prepare, and allow, the Central City to accept that share of regional growth and development which is appropriate, and which is economically and functionally attracted to it.
- Objective 4. To promote the development and rehabilitation of economic enterprises including retail, commercial, service, sports and entertainment, manufacturing, industrial and hospitality uses that are intended to provide employment and improve the Project Area's tax base.
- Objective 5. To guide growth and development, reinforce viable functions, and facilitate the redevelopment, revitalization or rehabilitation of deteriorated and underutilized areas.
- Objective 6. To create a modern, efficient and balanced urban environment for people, including a full range of around-the-clock activities and uses, such as recreation, sports, entertainment and housing.
- Objective 12. To provide a full range of employment opportunities for persons of all income levels.

The project will revitalize the Redevelopment Plan area by redeveloping the site with a mixed-use project with residential, commercial, restaurant, and hotel office uses. The project will generate increased activity on-site, further promoting a sense of place in the community and decreasing the spread of blight and deterioration. The new uses will

provide approximately 439 net new job opportunities and will increase property tax, transient occupancy tax, and retail sales tax revenues.

Entitlement Findings

1. Establishment of Sign District. Pursuant to Section 13.11 of the LAMC and the procedures set forth in 12.32-S, the establishment of a Sign District is subject to the following conditions:

a. The proposed Sign District is in conformance with the purposes, intent and provisions of the City of Los Angeles General Plan.

The project will consist of a mixed-use development consisting of 300 hotel rooms, 435 residential units, and 58,959 square feet of commercial uses, and the demolition of the existing surface parking lots and 178-room hotel. The proposed Sign District is amending the existing Figueroa and Olympic Sign District to expand the existing boundaries of the Figueroa and Olympic Sign District that is currently bounded by 9th Street, Figueroa Street, Flower Street, and Olympic Boulevard, to include the subject site.

The amended Sign District will support an active street front experience on all sides, particularly along the Figueroa corridor. The Sign District supports the vision of the immediate area along Figueroa Street as an entertainment-oriented corridor. The project includes 300 hotel rooms, 435 residential units, and 58,959 square feet of commercial uses, and a 5,000 square-foot plaza located directly across LA LIVE. The Sign District includes on- and off-site signage in various sign forms including wall signs, digital displays and streaming signage, building identification signs, and wayfinding signage. The project and hotel identity signage is integrated with the façade of the buildings and is compatible with the contemporary design of the buildings. The expansion of the Sign District, in conjunction with the new mix-use project, will transform the project site from a mere hotel and surface parking lots to a destination for employees, residents, tourists, and nearby community during the day and night.

A total of seven digital display signs are proposed to be located on the podium facades facing Olympic Boulevard, Figueroa Street, and 11th Street. The total signage area of digital display is approximately 16,013 square feet of signage. The proposed digital display signage includes five signs on the Figueroa Street façade, one sign on Olympic Boulevard, and one on 11th Street. In addition, four Building ID signs are proposed at the roof of the hotel and residential towers.

The project also contains hotel identification signs, residential identification signs, retail/commercial tenant identification signs and parking and loading dock location and entry signs within Level 1, located between 0 and 25 feet above ground level facing W. Olympic Boulevard, S. Figueroa Street, 11th Street, and S. Flower Street. There is no digital signage facing S. Flower Street, other than the tenant and wayfinding signage in compliance with LAMC 14.4, except for the Building ID signage on the top of the residential and hotel towers.

The amended Sign District establishes illumination standards and guidelines. In addition, the Sign District establishes the requirements governing the types, locations, maximum height, maximum allowable area, hours of operation, and brightness for new signage. The Sign District also identifies permitted location and sign types, including all signs permitted by LAMC Section 14.4.2, and integral digital display signs. The Sign District

prohibits all animated signs in the following classifications: aerial view signs, billboards, can signs, captive balloon signs, illuminated architectural canopy signs, inflatable devices, internally-illuminated awning signs, pole signs, roof signs, and sandwich board signs. The specific regulations of the Sign District are located in Exhibit E, Draft Sign District Ordinance.

The project is located within the Central City Community Plan area, with Regional Center Commercial and High Density Residential land use designations. This area of the community plan is envisioned as an entertainment district. The Sign District is consistent with applicable Central City Community Plan objectives and policies:

Objective 2-3: To promote land uses in Central City that will address the needs of all the visitors to Downtown for business, conventions, trade shows, and tourism.

Policy 2-3.1: Support the development of a hotel and entertainment district surrounding the Convention Center/Staples Arena with linkages to other areas of Central City and the Figueroa corridor.

Objective 2-4: To encourage a mix of uses which create an active, 24-hour downtown environment for current residents and which would also foster increased tourism.

Policy 2-4.1: Promote night life activity by encouraging restaurants, pubs, night clubs, small theaters, and other specialty uses to reinforce existing pockets of activity.

The amended Sign District includes specific regulations for each type of sign to establish a unified sign program for the project as well as specific locations for each sign. In addition, the signage is designed to be physically integrated with the building façade and complement the contemporary architecture of the project. The digital signage is purposely oriented towards Figueroa Street, directly across LA LIVE, where the major transit lines travel. As such, the Sign District is in conformance with the purposes, intent and provisions of the General Plan.

Additionally, the mixed-use project and Sign District are consistent with the project site's Regional Center Commercial and High Density land use designation. The project site is a centrally located, highly urbanized area of the City, directly across from LA Live, Staples Center, and the Convention Center. The Sign District further promotes and enhances the identity of the area along Figueroa Street as a transit-oriented and entertainment district. The sign district regulations will assure appropriate intensity and design, while recognizing the regional significance of the entertainment district to the character and economic vitality of the City.

b. The proposed Sign District would conform to public necessity, convenience, general welfare and good zoning practice.

The amended Sign District will support an active street front experience on all sides, particularly along the Figueroa corridor. The Sign District supports the vision of the immediate area along Figueroa Street as an entertainment-oriented corridor. The project includes 300 hotel rooms, 435 residential units, and 58,959 square feet of commercial uses, and a 5,000 square-foot plaza located directly across LA LIVE. The Sign District

includes on- and off-site signage in various sign forms including wall signs, digital displays and streaming signage, building identification signs, and wayfinding signage. The project and hotel identity signage is integrated with the façade of the buildings and is compatible with the contemporary design of the buildings. The expansion of the Sign District, in conjunction with the new mix-use project, will transform the project site from a mere hotel and surface parking lots to a destination for employees, residents, tourists, and nearby community during the day and night.

In addition, the Sign District is expected to attract visitors to adjacent entertainment, businesses, retail establishments and restaurants in the surrounding area. The Sign District reinforces the project vicinity's identity as a mixed-use, entertainment-oriented corridor, while reinforcing the pedestrian-oriented character of the streets surrounding the project site. The amended Sign District will enhance the environment by complementing the existing uses in the area through the introduction of the ground floor storefront windows and tenant signage.

The amended Sign District reflects good zoning practice because it is consistent with the character and sign regulations of comparable mixed-use, transit-oriented developments in the area. The Sign District establishes illumination standards and guidelines. The Sign District establishes the requirements governing the types, locations, maximum height, maximum allowable area, hours of operation, and brightness for new signage. Signage includes various sign forms including wall signs, digital displays and streaming signage, building identification signs, and wayfinding signage. The Sign District also identifies permitted location and sign types, including all signs permitted by LAMC Section 14.4.2, and integral digital display signs. The signage is designed to be physically integrated with the building façade and complement the contemporary architecture of the project. In addition, the digital signage is purposely oriented towards Figueroa Street, an entertainment-oriented corridor and where the major transit lines travel.

Under Section 13.11-C, a Sign District may be adopted within a supplemental use district, provided it does not supersede its regulations. The Sign District will not supersede any regulations of the 'O' Oil Drilling District. Additionally, the project site is not subject to any conditions pursuant to the Oil Drilling District.

The signage program is consistent with various guidelines and standards applicable to the project site related to complementary uses and integration of signage with the design of the buildings, thereby ensuring consistency across the project site.

The enabling language for the establishment of sign districts, pursuant to LAMC Section 13.11-B requires that the following findings be made:

- (A) Each "SN" Sign District shall include only properties in the C or M Zones, except that R5 Zone properties may be included in a "SN" Sign District provided that the R5 zoned lot is located within an area designated on an adopted community plan as "Regional Center," "Regional Commercial," or "High Intensity Commercial," or within any redevelopment project area.

The site is located in the C2 and R5 Zones with a Regional Center Commercial and High Density Residential land use designation within the adopted Central City Community Plan area. The site is also located within the boundaries of the City Center Redevelopment Project Plan area.

- (B) No "SN" Sign District shall contain less than one block or three acres in area, whichever is smaller.

The amended Figueroa and Olympic South Sign District, is 6.7 acres in size and consists of two City blocks.

- (C) The total acreage in the district shall include contiguous parcels of land which may only be separated by public streets, ways or alleys, or other physical features, or as set forth in the rules approved by the Director or Planning.

The amended Sign District consists of two City blocks that are bisected by Olympic Boulevard, a public street.

- (D) Precise boundaries are required at the time of application for or initiation of an individual district.

The amended Sign District application submitted at the time of filing includes a radius map and legal description of the entire project site.

c. The Proposed Sign District Would Directly Advance the Purposes of Aesthetics and Traffic Safety.

The amended Sign District provides an exception to the Citywide sign regulations as is typical for other sign districts within the City in cases where there are aesthetic and other benefits that will result from a sign district. The project will consist of a mixed-use development consisting of 300 hotel rooms, 435 residential units, 58,959 square feet of commercial uses, and a plaza and an amended sign District. The Sign District supports the vision of the immediate area along will further the development of Figueroa Street as a mixed-use, entertainment-oriented corridor. The Sign District includes project identity, hotel identity, retail identity and static signage. In addition, the digital signage is purposely oriented towards Figueroa Street, an entertainment-oriented corridor and where the major transit lines travel.

The expansion of the Sign District, in conjunction with the new mix-use project, will transform the project site from a mere hotel and surface parking lots to a destination for employees, residents, tourists, and nearby community during the day and night. The amended Sign District supports the vision of the immediate area along Figueroa Street as an entertainment-oriented corridor. The project includes various streetscape and sidewalk improvements as well as publically accessible open spaces. Sidewalks will be activated with implementation of the hotel, ground floor retail and restaurant uses. The improvements to the project site will facilitate activity on the adjacent streets and sidewalks, encouraging pedestrian and bicycle travel and promoting the walkability of and around the project vicinity. Project elements, including pedestrian level tenant signage, will create strong connections between the project and the adjacent LA Live, the Staples Center Arena, and the Los Angeles Convention Center. Additionally, the project site's close proximity to transit stops and stations support the project site as a significant mixed-use development to the area, as a destination for residents, employees, tourists and nearby neighborhoods. Therefore, the amended Sign District is appropriate for the entertainment based area.

Although the project will result in unavoidable traffic impacts, no impacts to traffic safety due to permitted signs under the Sign District will occur. Signs are arranged and regulated in a manner that will not pose hazards to traffic or pedestrian safety. As such, the project is subject to conditions of approval, as well as project design features and mitigation measures, to minimize any adverse effects due to traffic. Specifically, mitigation measure MM-TRAF-1, includes vehicle trip reduction measures to encourage the use of transit and reduce vehicle trips, thereby minimizing potential operational parking and traffic impacts on the surrounding street system to the maximum extent feasible. In addition, any site is located approximately 1,446 feet from the 110 Freeway. Therefore, the project is not subject to the regulations of the Outdoor Advertising Act.

Impacts of the project regarding light and glare would be less than that of the previous proposed original project and would not exceed City thresholds.

2. Transfer of Floor Area Rights Findings

- a. **The increase in floor area generated by the proposed Transfer is appropriate with respect to location and access to public transit and other modes of transportation, compatible with other existing and proposed developments and the City's supporting infrastructure, or otherwise determined to be appropriate for the long-term development of the Central City.**

The project site (receiver site) is bounded on the north by Olympic Boulevard, on the south by 11th Street, on the west by Figueroa Street, and on the east by Flower Street. The project site is located within the Central City Community Plan area, and the increase in floor area generated by the proposed transfer is appropriate and well-suited with respect to location and access to public transit and access to public transit and other modes of transportation. The project site is served by the following transit and bus lines:

- Metro Local Lines: 14, 28, 30, 33, 37, 55, 66, 70, 71, 76, 78, 79, 81, and 96
- Metro Limited Lines 330 and 355
- Metro Express Lines 442 and 460
- Metro Rapid 728, 733, and 770
- Metro Silver Line
- LADOT DASH D and F
- LADOT Commuter Express Lines: 419, 431, 437, 438, 448, and 534
- Foothill Transit Lines: 493, 497, 498, 499, and 699
- Foothill Transit Silver Streak
- OCTA Lines: 701 and 721
- Santa Monica Big Blue Bus Rapid 10
- Torrance Transit 4
- Metro Blue Line (Pico Station at Flower Street/Pico Boulevard)
- Metro Expo Line (Pico Station at Flower Street/Pico Boulevard)
- Metro Red Line (7th Street/Metro Center Station)
- Metro Purple Line (7th Street/Metro Center Station)

The transfer is appropriate at this location since high density mixed-use developments are encouraged in areas that provide a variety of transit options. The project's convenient location would encourage the use of transit by residents and their guests, employees and visitors. This would reduce the number of single occupancy vehicle trips created by the increase in development intensity due to the transfer of floor area.

The proposed project constitutes an infill development that makes more intensive use of a site. The project will ensure compatibility with other development in the surrounding neighborhood by providing all parking within four subterranean levels, removing all four existing driveways along Figueroa Street, and limiting vehicle access to Olympic Boulevard, Flower Street, and 11th Street.

The increase in floor area generated by the proposed transfer will result in a project that is compatible with other existing and proposed developments and the City's supporting infrastructure. The site is located in an area characterized by a mix of entertainment, commercial, restaurant, office, and multi-residential uses. Adjacent uses consist of high-rise mixed-use residential and commercial buildings to the north across Olympic Boulevard; to the south across 11th Street is the Oceanwide Plaza that is currently under construction that will include a high rise mixed-use residential, commercial, and hotel project; LA LIVE, an entertainment, hotel, and residential complex to the west across Figueroa Street; and the Staples Center Arena and the Los Angeles Convention Center to the southwest across Figueroa Street; to the immediate east is an office building with ground floor commercial uses (Petroleum Building), surface parking, and the El Cholo restaurant; and mid-and high-rise multi-family residential and mixed use buildings to the east across Flower Street.

The site is centrally located near frequent transit services, would be compatible with densely developed surroundings, and would be in close proximity to jobs, housing, and a wide range of uses and public services. The intensity and mix of the proposed residential and commercial uses are compatible with the current density and mix of uses in the area, and will contribute to the establishment of a 24-hour community in downtown Los Angeles. The Transfer is appropriate for the long-term development of the Central City because it will enable the project to include residential, hotel, and commercial uses in the South Park area, contributing to the revitalization and modernization of Downtown Los Angeles including job creation and increased City tax revenue generation, maintaining the strong image of downtown as the major center of the metropolitan region, and serving as a linkage and catalyst for other downtown development.

b. The project is consistent with the purposes and objectives of the Redevelopment Plan.

The project is located in the City Center Redevelopment Project Area. The City Center Redevelopment Plan's primary objective is eliminating and preventing blight in the area. The project supports and is consistent with the following objectives of the City Center Redevelopment Plan.

Objective 1: To eliminate and prevent the spread of blight and deterioration and to rehabilitate and redevelop the project area in accordance with this plan.

Objective 2: To further the development of Downtown as the major center of the Los Angeles metropolitan region, within the context of the Los Angeles General Plan as envisioned by the General Plan Framework, Concept Plan, City-wide Plan portions, the Central City Community Plan, and the Downtown Strategic Plan.

Objective 3: To create an environment that will prepare, and allow, the Central City to accept that share of regional growth and development which is appropriate, and which is economically and functionally attracted to it.

- Objective 4: To promote the development and rehabilitation of economic enterprises including retail, commercial, service, sports and entertainment, manufacturing, industrial and hospitality uses that are intended to provide employment and improve the Project Area's tax base.
- Objective 5: To guide growth and development, reinforce viable functions, and facilitate the redevelopment, revitalization or rehabilitation of deteriorated and underutilized areas.
- Objective 6: To create a modern, efficient and balanced urban environment for people, including a full range of around-the-clock activities and uses, such as recreation, sports, entertainment and housing.
- Objective 7: To create a symbol of pride and identity which give the Central City a strong image as the major center of the Los Angeles Region.
- Objective 8: To facilitate the development of an integrated transportation system which will allow for the efficient movement of people and goods into, through and out of the Central City.
- Objective 9: To achieve excellence in design, based on how the Central City is to be used by people, giving emphasis to parks, green spaces, streetscapes, street trees, and places designed for walking and sitting, and too develop an open space infrastructure that will aid in the creation of a cohesive social fabric.
- Objective 12: To provide a full range of employment opportunities for persons of all income levels.

The project will revitalize the Redevelopment Plan area by redeveloping the site by replacing a 178-room hotel and surface parking lots with a mixed-use project with residential, commercial, restaurant, and hotel office uses. The project will generate increased activity on-site, further promoting a sense of place in the community and decreasing the spread of blight and deterioration. The hotel will provide a 24-hour community in downtown located across the street from the LA Live, the Convention Center, and Staples Center. The project is in close proximity to numerous public transit options, including Metro Local and Express Lines, LADOT DASH and Commuter Express Lines, and the Metro Blue, Expo, Red, and Purple Lines. The transfer would increase the redevelopment potential of the site by facilitating a mixed-use development that reinforces and enhances the existing South Park District, which currently accommodates a broad range of uses and job opportunities and attractions. The project provides much-needed for-sale housing, hotel rooms, and jobs to the Central City area, including landscaping and pedestrian improvements that support this as a vibrant 24-hour downtown environment that will serve the residents and employees of the South Park area, as well as visitors for business, conventions, trade shows, and tourism. The new uses will provide approximately 439 net new job opportunities and will increase property tax, transient occupancy tax, and retail sales tax revenues.

c. The Transfer serves the public interest by complying with the requirements of Section 14.5.9 of this Code.

As part of the Transfer Plan, a Public Benefit Payment is required and must serve a public purpose, such as: providing for affordable housing; public open space; historic preservation; recreational; cultural; community and public facilities; job training and outreach programs; affordable child care; streetscape improvements; public arts programs; homeless services programs; or public transportation improvements. The Transfer serves the public interest by facilitating a project that will contribute to the sustained economic vitality of the Central City, and by contributing a total Public Benefit Payment of \$7,216,612 (based on a formula that includes the Transfer of 236,752 square feet). At its meeting on September 14, 2017, the City Planning Commission modified the Public Benefit Payment consisting of a 100 percent (100%) cash payment of \$7,216,612 to the Public Benefit Payment Trust Fund.

d. The Transfer is in conformance with the Community Plan and any other relevant policy documents previously adopted by the Commission or the City Council.

The project site is located within the Central City Community Plan and has a Regional Center Commercial and High Density land use designations. The Central City Community Plan describes the Transfer of Floor Area Ratio (TFAR) as follows (page III-19):

"The transfer of floor area between and among sites is an important tool for Downtown to direct growth to areas that can best accommodate increased density and from sites that contain special uses worth preserving or encouraging."

The transfer is in conformance with the Central City Community Plan and other relevant policy documents in that the Community Plan provides for transfers of floor area up to 13:1 floor area ratio on parcels in Height District 4D and that the transfer allows for the project to advance a number of specific objectives and policies contained in the Community Plan, including:

Objective 1-1: To promote development of residential units in South Park.

Objective 1-2: To increase the range of housing choices available to Downtown employees and residents.

Objective 2-2: To retain the existing retail base in Central City.

Objective 2-3: To promote land uses in Central City that will address the needs of all the visitors to Downtown for business, conventions, trade shows, and tourism.

Policy 2-3.1: Support the development of a hotel and entertainment district surrounding the Convention Center/Staples Arena with linkages to other areas of Central City and the Figueroa corridor.

Objective 2-4: To encourage a mix of uses which create an active, 24-hour downtown environment for current residents and which would also foster increased tourism.

Policy 2-4.1: Promote night life activity by encouraging restaurants, pubs, night clubs, small theaters, and other specialty uses to reinforce existing pockets of activity.

The mixed-use project replaces a 178-room hotel and surface parking lots in an area characterized by entertainment uses (LA Live and Staples Center), the Convention Center, and commercial, restaurants, and multi-family residential uses that are in close proximity to numerous public transit options, including Metro Local and Express Lines, LADOT DASH and Commuter Express Lines, and the Metro Blue, Expo, Red, and Purple Lines. The transfer would increase the redevelopment potential of the site by facilitating a mixed-use development that reinforces and enhances the existing South Park District, which currently accommodates a broad range of uses and job opportunities and attractions. The project provides much-needed for-sale housing, hotel rooms, and jobs to the Central City area, including landscaping and pedestrian improvements that support this as a vibrant 24-hour downtown environment that will serve the residents and employees of the South Park area, as well as visitors for business, conventions, trade shows, and tourism.

The Community Plan also incorporates the urban design criteria described in the Downtown Design Guide. Pages 6-7 of the Design Guide outline "Design Principles for Creating a Livable Downtown," including the following:

"Employment Opportunities. Maintain and enhance the concentration of jobs, in both the public and private sectors, that provides the foundation of a sustainable Downtown."

"Housing Choices. Provide a range of housing types and price level that offer a full range of choices, including home ownership, and bring people of diverse ages, ethnicities, household sizes and incomes into daily interaction."

"Transportation Choices. Enable people to move around easily on foot, by bicycle, transit, and auto. Accommodate cars but fewer than in the suburbs and allow people to live easily without one."

"Shops and Services Within Walking Distance. Provide shops and services for everyday needs, including groceries, day care, cafes and restaurants, banks and drug stores, within an easy walk from home."

"Gathering Places. Provide places for people to socialize, including parks, sidewalks, courtyards and plazas, that are complied with shops and services."

"Accommodate vehicular access and parking in a way that respects pedestrians and public spaces and contributes to the quality of the neighborhood."

"Express an underlying design philosophy (a 'big idea') that is articulated and supported by all aspects of building design and initially conveyed through design sketches, drawings, and specifications."

"Sustainability is the overarching goal of the Design Guide and essential to the concept of a livable Downtown."

The project is planned so as to fulfill each of these important design principles, by: providing employment opportunities within the hotel and commercial spaces; providing

housing choices that will serve a diverse population of downtown residents; utilizing proper site design that orients the building to create a pedestrian friendly environment along adjacent sidewalks while at the same time minimizing vehicle and pedestrian conflicts by removing driveways from Figueroa Street, and by locating high-density residential development in a transit-rich area. Additionally, the project will provide a 5,000 square-foot plaza located directly across from LA LIVE.

3. Conditional Use Findings

- a. **The project will enhance the built environment in the surrounding neighborhood or will perform a function or provide a service that is essential or beneficial to the community, city, or region.**

The subject site is located in the Central City Community Plan and has a Regional Center Commercial and High Density land use designations. The project site is an L-shaped 2.7 net-acre site, bordered on the north by Olympic Boulevard, on the south by 11th Street, on the West by Figueroa Street, and on the east by Flower Street. The proposed mixed-use development will consist of a 300-room hotel, 435 residential units, and 58,959 square feet of commercial uses within two towers (Residential Tower and Hotel Tower) and a podium structure.

The applicant is requesting a Master Conditional Use to permit the sales of a full line of alcoholic beverages within the following: 1) on-site sales, dispensing, and consumption for 25 portable units within the hotel; 2) on-site sales, dispensing, and consumption for the mini-bars within each hotel room; 3) on-site sales, dispensing, and consumption for five restaurants/bars within the hotel; and 4) on-site sales, dispensing, and consumption for 15 restaurants/bars within the commercial area; off-site sales for 3 retail establishments within the project site. The applicant is also requesting a Master Conditional Use to permit public dancing and live entertainment within 20 establishments.

Numerous residential lofts, condominiums and apartments have been and are being developed to attract a more residential population to the Central City. These current and future residents are demanding a broader array of dining and retail options than are currently available. At the same time, nearby workers and visitors, are also seeking upscale and diverse dining venues for lunch, dinner and late night. The subject project would provide a convenient eating places as well as another hotel to serve the many residents and visitors in the area. It will also increase the number of hotel rooms within walking distance of the Convention Center and add to the number of dining and entertainment venues for Convention attendees.

The subject site is in a prime location where efforts to provide a vibrant 24-hour downtown environment in the South Park area have resulted in the development of mixed-use projects integrating with the surrounding neighborhood. The proposed hotel and restaurants will be desirable to the public convenience and welfare as it is near residences, office, commercial, retail, and entertainment uses, and is zoned for such. Outdoor dining areas are to be located along Figueroa Street will help activate the sidewalk during the evening and night hours. The proposed hotel and commercial uses are in a convenient location that residents, workers, and visitors for business, conventions, trade shows, and tourism can reach by walking or by public transit, and will provide alternative amenities and menus to the community and to the downtown area. The project will enhance the surrounding neighborhood and provide services that are beneficial to the community.

The Master Conditional Use permit provides an umbrella entitlement with conditions that apply to the subject property and in general to all venues. More specific physical and operational conditions will be included as part of the Approval of Plans determination required for each venue as established by the Master Conditional Use permit provisions. The proposed mixed-use development consisting of 300-room hotel, 435 residential units, and 58,959 square feet of commercial uses, in conjunction with the imposition of operational conditions as part of the Approval of Plans, will provide a function that is fitting and compatible with the character of the surrounding community and commercial viability of the region as a whole.

- b. The project's location, size, height, operations and other significant features will be compatible with and will not adversely affect or further degrade adjacent properties, the surrounding neighborhood, or the public health, welfare, and safety.**

The project is a mixed-use development consisting of a 300-room hotel, 435 residential units, and 58,959 square feet of commercial uses. Surrounding uses consist of a mixture of entertainment, commercial, restaurant, bar, office, and multi-residential uses. Adjacent uses consist of high-rise mixed-use residential and commercial buildings to the north across Olympic Boulevard in the C2-4D Zone; to the south across 11th Street is the Oceanwide Plaza that is currently under construction that will include a high rise mixed-use residential, commercial, and hotel project; LA LIVE, an entertainment and hotel to the west across Figueroa Street in the LASED Zone; and the Staples Center Arena and the Los Angeles Convention Center to the southwest across Figueroa Street in the (Q)CEC-4D-O and C2-4D-O Zones; to the immediate east is an office building with ground floor commercial uses (Petroleum Building), surface parking, and the El Cholo restaurant in the [Q]R5-4D-O Zone; and mid-and high-rise multi-family residential and mixed use buildings to the east across Flower Street in the [Q]R5-4D-O Zone.

The applicant is requesting a Master Conditional Use Permit to allow to the sales of a full line of alcoholic beverages within the following: 1) on-site sales, dispensing, and consumption for 25 portable units within the hotel; 2) on-site sales, dispensing, and consumption for the mini-bars within each hotel room; 3) on-site sales, dispensing, and consumption for five restaurants/bars within the hotel; and 4) on-site sales, dispensing, and consumption for 15 restaurants/bars within the commercial area; off-site sales for 3 retail establishments within the project site. The applicant is also requesting a Master Conditional Use to permit public dancing and live entertainment within 20 establishments.

As proposed, the use will serve the public convenience and welfare and as sited, the location is compatible with the surrounding community. The Master Conditional Use Permit also includes general conditions which will be supplemented by more tailored conditions designed to address the specific characteristics of each venue through the Approval of Plans determination. These conditions may include, but are not limited to a term grant, security, hours of operation, seating, size and any other conditions which are intended to minimize impacts on surrounding uses. Under each review, at its discretion, the Zoning Administrator and the Police Department will also have another opportunity to comment and recommend any conditions. The sale of alcohol is regulated by the State of California through the issuance of an Alcoholic Beverage Control License. Thus, as conditioned, combined with the enforcement authority of ABC and LAPD will ensure that the sale of alcohol will not be detrimental to the public health, safety and welfare.

c. The project substantially conforms with the purpose, intent and provisions of the General Plan, the applicable community plan, and any applicable specific plan.

There are eleven elements of the General Plan. Each of these Elements establishes policies that provide for the regulatory environment in managing the City and for addressing environmental concerns and problems. The majority of the policies derived from these Elements are in the form of Code Requirements of the Los Angeles Municipal Code. Except for those entitlements described herein, the project does not propose to deviate from any of the requirements of the Los Angeles Municipal Code. The Land Use Element of the City's General Plan divides the city into 35 Community Plans. The Central City Plan Map designates the property for Regional Center Commercial land use with the corresponding zones of CR, C1.5, C2, C4, C5, RD, R4, R5, RAS3, and RAS4 and High Density Residential land uses with corresponding zone of R5. The Central City Community Plan text is silent with regards to alcohol sales and live entertainment/public dancing. In such cases, the Zoning Administrator must interpret the intent of the Plan. The project is not located within a Specific Plan area. The proposed request for the sale of a full line of alcoholic beverages and public dancing and live entertainment in conjunction with the hotel and restaurants are consistent with the commercial land use discussion of the Community Plan, including:

Objective 2-2: To retain the existing retail base in Central City.

Policy 2-2.1: Focus on attracting businesses and retail uses that build on existing strengths of the area in terms of both the labor force, and businesses.

Policy 2-2.2 To encourage pedestrian-oriented and visitor serving uses during the evening hours especially along the Grand Avenue cultural corridor between the Hollywood Freeway (US 101) and Fifth Street, the Figueroa Street corridor between the Santa Monica Freeway (I-10) and Fifth Street and Broadway between Third Street and Ninth Street.

Objective 2-3: To promote land uses in Central City that will address the needs of all the visitors to Downtown for business, conventions, trade shows, and tourism.

Policy 2-3.1: Support the development of a hotel and entertainment district surrounding the Convention Center/Staples Arena with linkages to other areas of Central City and the Figueroa corridor.

Objective 2-4: To encourage a mix of uses which create an active, 24-hour downtown environment for current residents and which would also foster increased tourism.

Policy 2-4.1: Promote night life activity by encouraging restaurants, pubs, night clubs, small theaters, and other specialty uses to reinforce existing pockets of activity.

The Plan encourages new uses which strengthen the economic base and promote entertainment and pedestrian oriented areas. The project is located across the street from LA Live, Staples Center, and the Convention Center, promoting visitors to Downtown for business, conventions, trade shows, sporting events, and tourism. The request is in keeping with the policies of the Central City Community Plan, which seeks to promote land uses that will address the needs of workers, residents, and visitors to

Downtown. Policy 2-4.1 also encourages the promotion of night life activity including restaurants, pubs and night clubs in existing pockets of activity. The subject uses are adjacent on two sides of the project to the Los Angeles Sports and Entertainment District Specific Plan which was designated to encourage such uses in the area.

ADDITIONAL FINDINGS FOR ALCOHOL SALES:

d. The proposed use will not adversely affect the welfare of the pertinent community.

The subject site is planned for Regional Center Commercial with the corresponding zones of CR, C1.5, C2, C4, C5, RD, R4, R5, RAS3, and RAS4 and High Density Residential land uses with corresponding zone of R5. The Plan is zoned for commercial and multiple family uses and will be utilized as such with a mixed-use development consisting of a 300-room hotel, 435 residential units, and 58,959 square feet of commercial uses with a hotel and restaurants and commercial uses that offer the sale of alcohol for on and off-site consumption.

Conditions of approval are imposed to prevent impacts and integrate the uses into the community as well as protect community members from adverse potential impacts. All future operators are required to file plan approvals prior to opening to allow for the review of the mode of operation, security, and the floor plan. The limited term of the grant for each plan approval allows the City to review the operation of the establishment and consider any changes in the surroundings. The operation's conduct and any negative impacts it causes will be considered when a new plan approval is requested.

e. The granting of the application will not result in an undue concentration of premises for the sale or dispensing for consideration of alcoholic beverages, including beer and wine, in the area of the City involved, giving consideration to applicable State laws and to the California Department of Alcoholic Beverage Control's guidelines for undue concentration; and also giving consideration to the number and proximity of these establishments within a one thousand foot radius of the site, the crime rate in the area (especially those crimes involving public drunkenness, the illegal sale or use of narcotics, drugs or alcohol, disturbing the peace and disorderly conduct), and whether revocation or nuisance proceedings have been initiated for any use in the area.

According to the California State Department of Alcoholic Beverage Control licensing criteria, 4 on-site and 2 off-site licenses are allocated to the subject Census Tract No. 2079.00. There are currently 27 on-site and 7 off-site licenses active within this census tract. The data indicates that for the on- and off-site licenses, the tract is above its allocated number, which is not uncommon given the concentration of intense commercial activity in the area. The subject location is within the Regional Center Commercial and High Density Residential land use designations, which are intended to serve as the focal point for regional commerce, identity, entertainment, and activity. Given the diversity of uses permitted and encouraged within the Regional Center, a high concentration of alcohol licenses can be anticipated. There are a variety of establishments which have both on- and off-site alcohol sales in the area. There is a daytime population which includes local employees and the increasing number of residents and tourists during the evening and night hours. The request involves a number of establishments which will be monitored as a part of the entire complex's operational oversight as well as by specific conditions imposed under each individual Approval of Plans determination.

Statistics from the Los Angeles Police Department's Central Division reveal that in Crime Reporting District No. 182, which has jurisdiction over the subject property, a total of 482 crimes were reported in 2015, compared to the citywide average of 181 crimes and the high crime reporting district average of 217 crimes for the same period. Of the 450 crimes reported, 18 arrests were made for liquor laws, 22 arrests were made for public drunkenness, no arrests were made for disturbing the peace, 7 arrests were made for disorderly conduct, and 27 arrests were for driving under the influence. Crime reporting statistics for 2017 are not yet available.

The above figures indicate that the mixed-use development is located in a high crime reporting district. Due to high crime statistics, conditions typically recommended by the Los Angeles Police Department, such as those related to the STAR Program and age verification, have been imposed in conjunction with this Master Conditional Use Permit approval. Each establishment is part of a larger development will benefit from oversight of the building complex as a whole. Any concerns associated with any individual venue can be addressed in more detail through the Approval of Plans determination which is an opportunity to consider more specific operational characteristics as a tenant is identified and the details of each venue are identified. Security plans, floor plans, seating limitations and other recommended conditions, as well as the mode and character of the operation, will be addressed and assured through site specific conditions.

- f. **The proposed use will not detrimentally affect nearby residentially zoned communities in the area of the City involved, after giving consideration to the distance of the proposed use from residential buildings, churches, schools, hospitals, public playgrounds and other similar uses, and other establishments dispensing, for sale or other consideration, alcoholic beverages, including beer and wine.**

The following sensitive use is located within 1,000 feet of the subject site:

- I Am Temple of Los Angeles – 1020 South Hope Street
- South Park Neighborhood Center – 1020 South Hope Street
- California Children's Academy – 1031 South Hope Street
- Hope Village Park – 1033 South Hope Street
- Grand Hope Park – 919 South Grand Avenue
- Multi-family residential uses.

The surrounding neighborhood has been and continues to be a commercial and entertainment neighborhood with a mixture of office, commercial, entertainment, restaurant, and residential uses. The project will not detrimentally affect the sensitive uses, neighboring residential, and commercial properties or other sensitive uses in the area because the sale of alcoholic beverages in the establishments will be in a controlled environment where the property owner retains responsibility for strict oversight due to the Master Conditional Use Permit. The proposed use will not detrimentally affect these sensitive uses within proximity of the subject site because conditions that will reduce any potential impacts related to the sale of alcoholic beverages have been imposed and for consideration by the State Department of Alcoholic Beverage Control. Individual establishments will have additional conditions tailored to the specific use and operation that will further any potential impacts to the surrounding uses.

4. Site Plan Review Findings

- a. Pursuant to L.A.M.C. Section 16.05, and based on these Findings, the recommended action is deemed in substantial conformance with the purposes, intent and provisions of the General Plan, applicable community plan, and any applicable specific plan.

The mixed-use project will consist of a 300-room hotel, 435 residential units, and 58,959 square feet of commercial uses within two towers (Residential Tower and Hotel Tower) and a podium structure. The project will be built in two phases. Phase 1 will include construction of the new hotel with its podium, commercial uses, and terraces. Phase 2 will start after the completion of Phase 1 and will include the demolition of the existing hotel and the construction of the residential tower, retail uses, and podium terraces. The project includes a total of 738 parking spaces and 654 bicycle spaces.

The project site is located within the Central City Community Plan area.

The mixed-use project is consistent with several goals, objectives, and polices of the Wilshire Community Plan. The plan text includes the following relevant residential and commercial land use goals, objectives and policies:

Objective 2-2: To retain the existing retail base in Central City.

Policy 2-2.1: Focus on attracting businesses and retail uses that build on existing strengths of the area in terms of both the labor force, and businesses.

Policy 2-2.2 To encourage pedestrian-oriented and visitor serving uses during the evening hours especially along the Grand Avenue cultural corridor between the Hollywood Freeway (US 101) and Fifth Street, the Figueroa Street corridor between the Santa Monica Freeway (I-10) and Fifth Street and Broadway between Third Street and Ninth Street.

Objective 2-3: To promote land uses in Central City that will address the needs of all the visitors to Downtown for business, conventions, trade shows, and tourism.

Policy 2-3.1: Support the development of a hotel and entertainment district surrounding the Convention Center/Staples Arena with linkages to other areas of Central City and the Figueroa corridor.

Objective 2-4: To encourage a mix of uses which create an active, 24-hour downtown environment for current residents and which would also foster increased tourism.

Policy 2-4.1: Promote night life activity by encouraging restaurants, pubs, night clubs, small theaters, and other specialty uses to reinforce existing pockets of activity.

The mixed-use project replaces a 178-room hotel and surface parking lots in an area characterized by entertainment uses (LA Live and Staples Center), the Convention Center, and commercial, restaurants, and multi-family residential uses that are in close proximity to numerous public transit options, including Metro Local and Express Lines, LADOT DASH and Commuter Express Lines, and the Metro Blue, Expo, Red, and

Purple Lines. The project provides much-needed for-sale housing, hotel rooms, and jobs to the Central City area, including landscaping and pedestrian improvements that support this as a vibrant 24-hour downtown environment that will serve the residents and employees of the South Park area, as well as visitors for business, conventions, trade shows, and tourism.

The project site is located within the boundaries of the City Center Redevelopment Project Plan area. As such, consistency with the Redevelopment Plan goals and objectives must be examined together with the land use policies of the Central City Community Plan. The project is consistent with the following objectives of the Redevelopment Plan:

- Objective 2. To further the development of Downtown as the major center of the Los Angeles metropolitan region, within the context of the Los Angeles General Plan as envisioned by the General Plan Framework, Concept Plan, City-wide Plan portions, the Central City Community Plan, and the Downtown Strategic Plan.
- Objective 3. To create an environment that will prepare, and allow, the Central City to accept that share of regional growth and development which is appropriate, and which is economically and functionally attracted to it.
- Objective 4. To promote the development and rehabilitation of economic enterprises including retail, commercial, service, sports and entertainment, manufacturing, industrial and hospitality uses that are intended to provide employment and improve the Project Area's tax base.
- Objective 5. To guide growth and development, reinforce viable functions, and facilitate the redevelopment, revitalization or rehabilitation of deteriorated and underutilized areas.
- Objective 6. To create a modern, efficient and balanced urban environment for people, including a full range of around-the-clock activities and uses, such as recreation, sports, entertainment and housing.
- Objective 12. To provide a full range of employment opportunities for persons of all income levels.

The project will revitalize the Redevelopment Plan area by redeveloping the site with a mixed-use project with residential, commercial, restaurant, and hotel office uses. The project will generate increased activity on-site, further promoting a sense of place in the community and decreasing the spread of blight and deterioration. The new uses will provide approximately 439 net new job opportunities and will increase property tax, transient occupancy tax, and retail sales tax revenues.

- b. That the project consists of an arrangement of buildings and structures (including height, bulk and setbacks), off-street parking facilities, loading areas, lighting, landscaping, trash collection, and other such pertinent improvements, that is or will be compatible with existing and future development on adjacent properties and neighboring properties.**

The surrounding area is highly urban and consist of a mixture of entertainment, commercial, restaurant, and multi-residential uses. Adjacent uses consist of high-rise

mixed-use residential and commercial buildings to the north across Olympic Boulevard; to the south across 11th Street is the Oceanwide Plaza that is currently under construction that will include a high rise mixed-use residential, commercial, and hotel project; LA LIVE, an entertainment, hotel, and residential complex to the west across Figueroa Street; and the Staples Center Arena and the Los Angeles Convention Center to the southwest across Figueroa Street; to the immediate east is an office building with ground floor commercial uses (Petroleum Building), surface parking, and the El Cholo restaurant; and mid-and high-rise multi-family residential and mixed-use buildings to the east across Flower Street.

The following project elements are incorporated into the project design in a manner that is compatible with both existing and future development in the surrounding area:

Height/Bulk

The mixed-use project will consist of a 300-room hotel, 435 residential units, and 58,959 square feet of commercial uses within two towers (Residential Tower and Hotel Tower) and a podium structure. The project will be built in two phases. Phase 1 will include construction of the new hotel with its podium, commercial uses, and terraces. Phase 2 will start after the completion of Phase 1 and will include the demolition of the existing hotel and the construction of the residential tower, retail uses, and podium terraces. The Hotel Tower is proposed at the southwest portion of the site, located at the corner of Figueroa Street and 11th street, and directly across the Staples Center Arena. The 29-story Hotel Tower will have a maximum height of 430 feet in height. The Residential Tower is proposed at the northwest portion of the site, located at the corner of Olympic Boulevard and Figueroa Street. The 49 floor Residential Tower will have a maximum height of 540 feet.

The two towers will be located above a five-level podium, with a height of 75 feet, constructed in Phase 1 and a three-level podium, with a height of 55 feet constructed in Phase 2. The first and second above grade levels of the podium will include retail, restaurant, and other commercial uses, with ancillary hotel uses extending into the podium along 11th Street to S. Flower Street. The third to fifth levels of the podium will include an outdoor terrace, lounge, and fitness center for the residential use; restaurant uses; and the outdoor area and front office for the hotel use.

The project is compatible with the existing and future development of the adjacent properties. The surrounding properties includes a six-story LA LIVE structure; a mixed-used project to the south within three towers of a 10-story, 100-foot podium, with a maximum height of 632 feet; a mixed-use 36-story, 400-foot project located at 1101 S. Flower Street, located at 1200 Figueroa Street; the 11-story, 167-foot Petroleum Securities Building located at 714 Olympic Boulevard and 1011 S. Flower Street.

Building Materials

The proposed design is a contemporary style. The primary components of the exterior façade consist of low reflective glass, painted metal louvres, stone and concrete panels, metal, and windows of varying sizes. Large glass storefront windows, balconies, and entrances are integrated into the main façades. Glass screenings are used for all balcony areas. The architectural components of the building are defined by a change in building material and through a change in architectural details. Similarly, the ground floor of the building is defined by the use of large vertical windows and columns.

Setbacks

The project complies with the setback requirements of the Downtown Design Guide, which requires Retail Streets, and ground floor space designed for retail uses should be located at or within a few feet of the back of the required average sidewalk width.

Parking

The project includes 738 vehicular parking spaces within a four-level subterranean parking structure. Vehicular access will be provided from W. Olympic Boulevard, S. Flower Street and 11th Street. Vehicular access for the residential uses and service vehicles to the subterranean parking garage will be provided from an ingress/egress driveway along Olympic Boulevard. Primary vehicular access to the hotel will be from a driveway off of 11th Street, into the hotel porte cochere. The porte cochere will be used for loading, valet, and connects to the subterranean parking levels. Vehicular access for the hotel and commercial uses will be provided from an ingress/egress driveway along Flower Street. In addition, the project provides 654 bicycle parking spaces.

Signage and Lighting

The project includes lighting for signage, commercial and architectural accents, balcony lighting, wayfinding, and security. The project is proposing a Sign District with on- and off-site signage. The signage includes various sign forms including wall signs, digital displays and streaming signage, building identification signs, and wayfinding signage. No open panel roof signs nor billboard signs are proposed. The Sign District establishes regulations and provisions regarding signage area, illumination levels, hours of operation, type of signage, location of signage, and compatibility of signage.

A total of seven digital display signs are proposed to be located on the podium facades facing Olympic Boulevard, Figueroa Street, and 11th Street. The total signage area of digital display is approximately 16,013 square feet of signage. The proposed digital display signage includes five signs on the Figueroa Street façade, one sign on Olympic Boulevard, and one on 11th Street. In addition, four Building ID signs are proposed at the roof of the hotel and residential towers.

The project also contains hotel identification signs, residential identification signs, retail/commercial tenant identification signs and parking and loading dock location and entry signs within Level 1, located between 0 and 25 feet above ground level facing W. Olympic Boulevard, S. Figueroa Street, 11th Street, and S. Flower Street. There is no digital signage facing S. Flower Street, other than the tenant and wayfinding signage in compliance with LAMC 14.4, except for the Building ID signage on the top of the residential and hotel towers.

Landscaping

The project will incorporate a variety of open space areas and amenities to accommodate the needs of the hotel guests, visitors, and residents. The project is required to provide 25,988 square feet of open space. The site will provide a total of 51,975 square feet of open space areas and 10,873 square feet will be landscaped, exceeding the minimum open space requirements.

The ground level will include a 5,000 square-foot plaza along Figueroa Street and a 2,700 square-foot plaza, located at the corner of Figueroa Street and Olympic Boulevard. The hotel will provide an outdoor roof terrace for the hotel guests on top of the podium structure that will include a swimming pool, reflecting pool, seating areas, and green space. A landscape podium will provide an outdoor roof terrace for the

residential uses that will include a pool, dog run, barbeque/dining area, fire lounge, and an outdoor movie area. The residential uses will also include private balconies.

Equipment/Trash Collection

Roof-top mechanical equipment, will be screened from adjacent street levels with parapet walls. All trash areas are located within enclosed trash rooms within the parking and loading areas and not visible to the public. A central trash and recycling area is located on the first floor for the hotel and commercial uses. A central trash and recycling area is located on the first subterranean level of the parking garage for the residential tower. Trash chutes area are also located in each level of the residential tower.

- c. That any residential project provide recreational and service amenities to improve habitability for its residents and minimize impacts on neighboring properties.**

As previously mentioned, the project includes 51,975 square feet of open space in the form of plazas, terraces, and other open space features. The residential open space amenities include a pool, dog run, barbeque/dining area, fire lounge, and an outdoor movie area; and an indoor fitness center and lounge. The hotel will provide an outdoor roof terrace for the hotel guests on top of the podium structure that will include a swimming pool, reflecting pool, seating areas, and green space.

In addition, the EIR prepared for the project found that with implementation of regulatory requirements, such as the payment of the Dwelling Unit Construction Tax and/or the payment of Quimby Fees, impacts to local parks and recreation facilities will be less than significant. Therefore, it is determined that the project provides sufficient recreational and service amenities to serve residents without creating negative impacts on neighboring properties.