

**PLANNING DEPARTMENT TRANSMITTAL
TO THE CITY CLERK'S OFFICE**

CITY PLANNING CASE:	ENVIRONMENTAL DOCUMENT:	COUNCIL DISTRICT:
CPC-2015-1158-SN-TDR-MCUP-CUX-SPR	ENV-2015-1159-EIR; SCH No. 2016021013	14 - Englander
PROJECT ADDRESS:		
1020 South Figueroa Street, 716-730 West Olympic Boulevard; 1016-1060 South Figueroa Street; 607-613 West 11 th Street; 1041-1061 South Flower Street		
APPLICANT	TELEPHONE NUMBER:	EMAIL ADDRESS:
Jia Yuan USA Co., Inc. 801 South Figueroa Street, Suite 1800 Los Angeles, CA 90012 <input type="checkbox"/> New/Changed	(213) 743-7660	
APPLICANT'S REPRESENTATIVE	TELEPHONE NUMBER:	EMAIL ADDRESS:
Rep.: Sheri Bonstelle - Jeffer Mangels Butler & Mitchell, LLP 1900 Avenue of the Stars, 7th Floor Los Angeles, CA 90067 Jerry Neuman, Liner, LLP 633 West 5th Street, 32nd Floor Los Angeles, CA 90071	(310) 712-6847	syb@jmbm.com
APPELLANT	TELEPHONE NUMBER:	EMAIL ADDRESS:
N/A		
APPELLANT'S REPRESENTATIVE	TELEPHONE NUMBER:	EMAIL ADDRESS:
PLANNER CONTACT INFORMATION:	TELEPHONE NUMBER:	EMAIL ADDRESS:
Christina Toy Lee	(213) 473-9723	Christina.toy-lee@lacity.org
ENTITLEMENTS FOR CITY COUNCIL CONSIDERATION		
Supplemental Use District for sign, Transfer of Area Rights		

FINAL ENTITLEMENTS NOT ADVANCING:

Master Conditional Use for alcohol, Conditional Use for live entertainment and Site Plan Review.

ITEMS APPEALED:

None

ATTACHMENTS:

REVISED:

ENVIRONMENTAL CLEARANCE:

REVISED:

- Letter of Determination
- Findings of Fact
- Staff Recommendation Report
- Conditions of Approval
- Ordinance
- Zone Change Map
- GPA Resolution
- Land Use Map
- Exhibit A - Site Plan
- Mailing List
- Land Use
- Other _____

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- Categorical Exemption
- Negative Declaration
- Mitigated Negative Declaration
- Environmental Impact Report
- Mitigation Monitoring Program
- Other _____

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NOTES / INSTRUCTION(S):

Other – Sign District Map

FISCAL IMPACT STATEMENT:

- Yes No

*If determination states administrative costs are recovered through fees, indicate "Yes".

PLANNING COMMISSION:

- | | |
|--|--|
| <input checked="" type="checkbox"/> City Planning Commission (CPC) | <input type="checkbox"/> North Valley Area Planning Commission |
| <input type="checkbox"/> Cultural Heritage Commission (CHC) | <input type="checkbox"/> South LA Area Planning Commission |
| <input type="checkbox"/> Central Area Planning Commission | <input type="checkbox"/> South Valley Area Planning Commission |
| <input type="checkbox"/> East LA Area Planning Commission | <input type="checkbox"/> West LA Area Planning Commission |
| <input type="checkbox"/> Harbor Area Planning Commission | |

PLANNING COMMISSION HEARING DATE:	COMMISSION VOTE:
September 14, 2017 and November 9, 2017 (TDR)	6 - 0 and 8 - 0
LAST DAY TO APPEAL:	APPEALED:
November 27, 2017	No
TRANSMITTED BY:	TRANSMITTAL DATE:
James K. Williams	November 28, 2017



LOS ANGELES CITY PLANNING COMMISSION

200 North Spring Street, Room 532, Los Angeles, California, 90012-4801, (213) 978-1300
www.planning.lacity.org

LETTER OF DETERMINATION

MAILING DATE: NOV 09 2017

Case No.: CPC-2015-1158-SN-TDR-MCUP-CUX-SPR

Council District: 14 – Huizar

CEQA: ENV-2015-1159-EIR, SCH No. 2016021013

Plan Area: Central City

Related Cases: CPC-2015-1160-DA
VTT-73422-CN

Project Site: 1020 South Figueroa Street; 716-730 West Olympic Boulevard;
1016-1060 South Figueroa Street; 607-613 West 11th Street;
1041-1061 South Flower Street

Applicant: Jia Yuan USA Co., Inc
Representatives: Sheri Bonstelle, Jeffer Mangels Butler & Mitchell LLP;
Jerry Neuman, Liner, LLP

At its meetings of **September 14, 2017** and **November 9, 2017**, the Los Angeles City Planning Commission took the actions below in conjunction with the approval of the following project:

Demolition of the existing Luxe City Center Hotel and surrounding surface parking lots and the construction of a mixed-use project consisting of 936,712 square feet and a maximum height of 540 feet. The project will include a total of 300 hotel rooms, 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.

1. **Found**, based on the independent judgment of the decision-maker, after consideration of the whole of the administrative record, the project was assessed in the 1020 S. Figueroa Street EIR No. ENV-2015-1159- EIR and Erratas, SCH No. 2016021013, certified on August 18, 2017; and pursuant to CEQA Guidelines, Sections 15162 and 15164, no subsequent EIR or addendum is required for approval of the project;
2. **Approved** and **recommended** that the City Council **approve**, pursuant to Section 12.32-S of the Los Angeles Municipal Code (LAMC), the establishment of a Supplemental Use District to permit the Figueroa and Olympic South Sign District, as modified by the Commission;
3. **Approved** and **modified** the TFAR Payment Plan to include 100 percent funding to the Public Benefit Trust Fund;
4. **Approved**, pursuant to LAMC Section 12.24-W, 1, a Master Conditional Use to permit the sales of a full line of alcoholic beverages within the following:
 - a. On-site sales, dispensing, and consumption for 25 portable units within the hotel,

- b. On-site sales, dispensing, and consumption for the mini-bars within each hotel room,
- c. On-site sales, dispensing, and consumption for five restaurants/bars within the hotel,
- d. On-site sales, dispensing, and consumption for 15 restaurants/bars within the commercial area;
- e. Off-site sales for 3 retail establishments within the project site;
- 5. **Approved**, pursuant to LAMC Section 12.24-W, 18, a Master Conditional Use to permit public dancing and live entertainment within 20 establishments;
- 6. **Approved**, pursuant to LAMC Section 16.05, a Site Plan Review for a project that would result in an increase of 50 or more dwelling units and/or 50,000 gross square feet of non-residential floor area;
- 7. **Adopted** the attached Conditions of Approval as modified by the Commission; and
- 8. **Adopted** the attached Findings.

The vote of September 14, 2017, proceeded as follows:

Moved: Ambroz
Seconded: Dake Wilson
Ayes: Khorsand, Mack, Millman, Mitchell
Absent: Choe, Padilla-Campos, Perlman

Vote: 6 – 0

The vote of November 9, 2017, proceeded as follows:

Moved: Dake Wilson
Seconded: Choe
Ayes: Khorsand, Mack, Millman, Mitchell, Perlman, Ambroz
Absent: Padilla Campos

Vote: 8 - 0



James K. Williams, Commission Executive Assistant II
 Los Angeles City Planning Commission

Fiscal Impact Statement: There is no General Fund impact as administrative costs are recovered through fees.

Effective Date/Appeals: The decision of the Los Angeles City Planning Commission, as it relates to the Conditional Use Permits and the Site Plan Review is appealable to the Los Angeles City Council within 15 days after the mailing date of this determination letter. Any appeal not filed within the 15-day period shall not be considered by the Council. All appeals shall be filed on forms provided at the Planning Department's Development Service Centers located at: 201 North Figueroa Street, Fourth Floor, Los Angeles; 6262 Van Nuys Boulevard, Suite 251, Van Nuys; or 1828 Sawtelle Boulevard, West Los Angeles.

FINAL APPEAL DATE: NOV 27 2017

If you seek judicial review of any decision of the City pursuant to California Code of Civil Procedure Section 1094.5, the petition for writ of mandate pursuant to that section must be filed no later than the 90th day following the date on which the City's decision became final pursuant to California Code of Civil Procedure Section 1094.6. There may be other time limits which also affect your ability to seek judicial review.

Attachments: Proposed Sign Ordinance, Map, Conditions of Approval, Findings

c: Charlie Rausch Jr. Chief Zoning Administrator
Luciralia Ibarra, Senior City Planner
Christina Toy-Lee, City Planner

ORDINANCE NO. _____

An Ordinance establishing the Figueroa and Olympic South Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (the Code).

WHEREAS, 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 renewed interest and investment in the Central City as a key business, entertainment, and cultural destination;

WHEREAS, additional urban infill and redevelopment, including multi-family residential, hotel, commercial/retail, and educational projects on and around Figueroa Boulevard, 11th Street, and Olympic Boulevard, 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, tourism, and cultural hub;

WHEREAS, 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;

WHEREAS, the 1000 block of South Figueroa Street is surrounded on three sides by the Figueroa and Olympic Sign District and LASED, but neither the Figueroa and Olympic Sign District as adopted in Ordinance No. 182200, nor LASED includes the 1000 block of South Figueroa Street;

WHEREAS, the property on the 1000 block of South Figueroa Street extends the entire length of the block on South Figueroa Street from Olympic Boulevard to 11th Street, and the entire length of the block on 11th Street from South Figueroa Street to Flower Street;

WHEREAS, the property on the 1000 block of South Figueroa Street has a net lot area of approximately 2.7 acres and is adjacent to the Figueroa and Olympic Sign District with a lot area of approximately 4 acres; and

WHEREAS, the infill project occurring on the 1000 block of South Figueroa Street includes unique and vibrant signage as an important component and characteristic of the Central City area, and the basic purpose of the Sign District is to allow and promote a variety of signage in an appropriate and flexible manner.

WHEREAS, the 1000 block of South Figueroa Street accentuates the vibrancy of Central City's Sports Entertainment District and provides connectivity along Figueroa to the Convention Center.

WHEREAS, Figueroa and Olympic South Sign District will serve as an extension of the existing Figueroa and Olympic Sign District.

NOW, THEREFORE,

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

Section 1. **ESTABLISHMENT OF THE FIGUEROA AND OLYMPIC SOUTH SIGN DISTRICT.** The City Council hereby establishes the Figueroa and Olympic South Sign District covering an area bounded by Olympic Street on the north, Figueroa Street on the west, 11th Street on the south, and Flower Street on the east in the City of Los Angeles, as shown within the heavy lines on the attached map.

[INSERT MAP]

Section 2. **PURPOSES.** The Figueroa and Olympic South Sign District is intended to:

A. Support and enhance land uses and urban design objectives in the Central City Community Plan;

B. Reinforce the pedestrian-oriented character of the streets within and immediately surrounding the District by allowing and encouraging pedestrian-oriented signs throughout the District; and

C. Enable the regulation of all signs in order to:

1. Ensure the quality of the Central City’s appearance by avoiding clutter;

2. Ensure that new signs are responsive to and integrated with the aesthetic character of the structures on which they are located, and are positioned in a manner that is compatible both architecturally and relative to the other signage on-site;

3. Encourage creative, well-designed signs that contribute in a positive way to the Central City’s visual environment, and help maintain an image of quality and excellence for the Central City;

4. Protect residential districts adjoining non-residential districts from potential adverse impacts of signs, including visual impacts of excessive numbers of signs, excessive sign size, sign illumination, and sign motion/animation; and

5. Minimize potential traffic hazards and protect public safety.

Section 3. **APPLICATION OF SUPPLEMENTAL USE DISTRICT REGULATIONS.** The regulations of this Ordinance are in addition to those set forth in the planning and zoning provisions of the Code. Wherever this Ordinance contains provisions that establish regulations for sign types, sign height, sign area, number of signs, sign dimensions, sign content or other time, place or manner regulations that are different from, more restrictive than or more permissive than the Code would allow, this Ordinance shall prevail.

Section 4. **DEFINITIONS.** Whenever the following terms are used in this Ordinance, they shall be construed as defined in this section. Words and phrases not defined here shall be construed as defined in Sections 12.03 and Article 4.4 of the Code.

Aerial View Sign. A sign that is applied or placed upon the roof surface, approximately parallel with the roof plane, intended to be viewed from the sky.

Animated Sign. A sign that contains images, parts or illumination which incorporates motion.

Architectural Ledge Sign. A sign with individual channel letters and/or a pre-fabricated image, attached to a horizontal projection forming a narrow shelf on a wall or architectural projection.

Awning Sign. Any sign located on the valance of a shelter supported entirely from the exterior wall of a building which extends over a building feature (door, window, or a landscape/site feature such as a patio, deck, or courtyard) and is constructed of fabric.

Billboard. Any sign on one or more poles or columns which:

1. is four feet or greater in height as measured from the natural or finished grade, whichever is higher, to the bottom of the sign; and
2. is structurally separate from a building or other improvement on a lot; and/or
3. is supported by an independent footing inside a building or other improvement on a lot extending through the roof of the supporting structure; and/or
4. is supporting a sign panel that is attached to the pole(s), post(s), or column(s) and that may be cantilevered over a building or structure on the lot.

Can Sign. A sign whose text, logos and/or symbols are placed on the face of an enclosed cabinet.

Captive Balloon Sign. Any object inflated with hot air or lighter-than-air gas that is tethered to the ground or a structure.

Character-Defining Features. Any physical characteristic of a Historic Building or structure, including signage, that conveys its historic identity and is identified as character-defining in a survey report prepared for the Director.

Controlled Refresh I. The refresh rate of a sign, inclusive of any change in whole or in part of the sign image, which is no more frequent than one refresh event every eight seconds, with an instant transition between images. The sign image must remain static between refreshes.

Controlled Refresh II. The refresh rate of a sign, inclusive of any change in whole or in part of the sign image, which is no more frequent than one refresh event every six hours, with an instant transition between images. The sign image must remain static between refreshes.

Controlled Refresh III. The refresh rate of a sign, inclusive of any change in whole or in part of the sign image, which is no more frequent than one refresh event every 12 hours, with an instant transition between images. The sign image must remain static between refreshes.

Digital Display. A sign face, building face, and/or any building or structural component that displays still images, scrolling images, moving images, or flashing images, including video and animation, through the use of grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics, or other electronic media or technology that is either independent of or attached to, integrated into, or projected onto a building or structural component, and that may be changed remotely through electronic means.

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

Hanging Sign. A type of sign with individual channel letters and/or a pre-fabricated image that is suspended from a horizontal architectural ledge or projection, or from the ceiling of an architectural recess.

Historic Building. A building or structure that is:

1. listed as a Historic-Cultural Monument by the City of Los Angeles; or
2. listed in, or has been determined to be “eligible” or “potentially eligible” for listing in the National Register of Historic Places or has been determined “eligible” for listing in the California Register of Historic Places by a local, state, or federal agency as a part of an official survey prepared for such an agency or is listed as such in the State Historic Resources Inventory; or
3. listed as a historically significant building in a historic resources survey conducted by the Director.

Historic Sign. Any sign which is determined to be historically significant by a Qualified Architectural Historian.

Identification Sign. A wall sign that is limited to a company logo, generic type of business, or the name of a business or building.

Integral Digital Display. A Digital Display that:

1. Consists predominately of lower resolution Digital Display(s);
2. Is attached directly to and made integral with architectural elements on the facade of a building; and

3. Contains individual pixels of a digital image that are embedded into architectural components separated vertically or horizontally from one another, and are of a design that allows outward views from and within the supporting structure. Such a design may include low resolution digital mesh or netting, individual large scale illuminated pixels covering a building wall diffused behind translucent material forming an aggregate image, or horizontal or vertical LED banding integrated into the spandrels or louvers of a building's architecture, which when viewed from a distance may be read as a unified image.

Integral Large-Scale Architectural Lighting. Large-Scale Architectural Lighting that:

1. Is attached directly to and made integral with architectural elements on the facade of a building; and

2. Contains individual pixels of a digital light source that are embedded into architectural components separated vertically or horizontally from one another, and are of a design that allows outward views from and within the supportive structure. Such a design may include low resolution digital mesh or netting, individual large scale pixels covering a building wall diffused behind translucent material, or horizontal or vertical LED banding integrated into the spandrels or louvers of a building's architecture.

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

Light Color Animated Refresh. Changes in color in whole or in part without changing images or text of a sign of display.

Limited Animated Refresh I. The refresh rate of a sign restricted to one image transition event with a maximum two minute duration, followed by a period of static imagery for a minimum of two minutes. The transition event shall occur smoothly between images with effects including but not limited to an irregular pixilated pattern cascade with non-adjoining pixels incrementally changing over the transition period.

Limited Animated Refresh II. The refresh rate of a sign restricted to one image transition event with a maximum one hour duration, followed by a period of static imagery for a minimum of two hours. The transition event shall occur smoothly between images with effects including but not limited to an irregular pixilated pattern cascade with non-adjoining pixels incrementally changing over the transition period.

Pedestrian Sign. A type of Projecting Sign that is attached to a wall or to the underside of an awning, architectural canopy or marquee, with one or two sign faces perpendicular to the nearest face of the building.

Pillar Sign. A freestanding sign that is mounted directly on the ground, consisting of rectangular sign faces or a sculptural themed shape, with a horizontal dimension that does not exceed 25 percent of the length of the vertical dimension.

Projecting Sign. A sign, other than a Wall Sign, that is attached to a building and projects outward from the building with one or more sign faces approximately perpendicular to the face of the building.

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

Sandwich Board Sign. A portable sign consisting of two sign faces that connect at the top and extend outward at the bottom of the sign.

Scrolling Animated Refresh. The refresh rate of a sign restricted to a constant, smooth, rolling motion across, up, or down the display area.

Scrolling Digital Display. A type of Digital Display that contains a message composed only of individual letters on a neutral field.

Supergraphic Sign. A sign, consisting of an image printed on vinyl, mesh or other material with or without written text, supported and attached to a wall by an adhesive and/or by using stranded cable and eye-bolts and/or other materials or methods, and which does not comply with the following provisions of the Code: Sections 14.4.10; 14.4.16, 14.4.17; 14.4.18; and/or 14.4.20.

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

Window Sign. A sign, except for a Supergraphic Sign, that is attached to, affixed to, leaning against, or otherwise placed within six feet of a window or door in a manner so that the sign is visible from outside the building.

Vacant Property. Any lot that does not contain an occupied building or economic use.

Section 5. **PROCEDURAL REQUIREMENTS.**

A. **Building Permits.** The Department of Building and Safety (LADBS) shall not issue a permit for a sign, a sign structure, sign illumination, or alteration of an existing sign unless the sign complies with: (1) the requirements of this Ordinance as determined by the Director; (2) relevant requirements of the Code; and (3) if applicable, Article 22.171 of the Los Angeles Administrative Code as it pertains to review of projects affecting Historic-Cultural Monuments.

B. **Director Sign Off Required.** LADBS may issue a permit for the following signs with only a Director sign off on the permit application:

1. Architectural Ledge Sign.
2. Awning Sign.

3. Hanging Sign.
4. Information Sign.
5. Monument Sign.
6. Pedestrian Sign.
7. Temporary Sign.
8. Identification Sign that measures 75 square feet in area or less.
9. Wall Sign that measures 75 square feet in area or less.
10. Window Sign.

The Director shall sign off on the permit application if it complies with all of the applicable sign requirements of the Code and this Ordinance.

C. Project Permit Compliance Required. LADBS shall not issue a permit for the following signs or lighting unless the Director has issued a Project Permit Compliance approval pursuant to the procedures set forth in Section 11.5.7 of the Code:

1. Any sign that electronically refreshes its image, lighting or coloring.
2. Identification Sign that is larger than 75 square feet in area.
3. Digital Display.
4. Integral Digital Display.
5. Large Scale Architectural Lighting.
6. Pillar Sign.
7. Projecting Sign.
8. Projected Image.
9. Signs displaying off-site advertising content.
10. Wall Sign greater than 75 square feet in area.
11. Any other type of sign not listed in Section 5.B.

D. Application for Project Permit Compliance. An application for Project Permit Compliance shall comply with Section 11.5.7 of the Code. The application may request review of one or multiple signs. The application shall be accompanied by photographs of all existing signage and architectural renderings of proposed signage, as well as a scaled plot plan showing

the location and size of all existing and proposed signage. The application shall identify the refresh rate, hours of operation, and include an illumination plan for the proposed sign(s), as well as any other information the Director reasonably requests. The application shall also identify the Sign Sub-District and the Vertical Sign Zone location of the sign(s) and demonstrate compliance with the requirements specified for that location.

1. **Proof of Compliance.** A sign applicant shall provide copies of permits for all existing signage that is located on the same property as a proposed sign. All existing signs that do not have a valid permit, are not legally constructed, or are not in compliance with an issued permit shall be brought into compliance or removed prior to the approval of any additional sign(s) on the same lot, or on multiple lots that are part of an integrated development having the same ownership.

2. This Ordinance sets forth regulations for zoning purposes only. It does not supersede Fire Department or LADBS requirements pursuant to the Fire Code or Building Code, or regulations or policies promulgated there under based on health and safety concerns.

E. **Findings Required for Project Permit Compliance Review.** Prior to approval of the Project Permit Compliance review, the Director shall make the following findings, in lieu of the findings set forth in Section 11.5.7.C.2 of the Code:

1. All proposed signage complies with the applicable regulations found in this Ordinance, and the applicable sign regulations in the Code.

2. Pursuant to the California Environmental Quality Act, the project incorporates mitigation measures, monitoring measures when necessary, or alternatives identified in the environmental review which would mitigate the negative environmental effects of the project, to the extent physically feasible.

The following findings, which relate to the architectural design of the sign structure or layout and not its content, shall be used solely to condition an approval and shall not be used to deny a project:

3. All existing and proposed signs are appropriately scaled to the architectural character of all buildings and structures on the lot.

4. All existing and proposed signs result in a complementary enhancement to the architecture on the lot.

5. All existing and proposed signs result in a visually uncluttered appearance.

F. **Request for Adjustments and Exceptions from Regulations.** The Area Planning Commission shall have initial decision-making authority for granting exceptions from the provisions of this Ordinance. An applicant requesting an exception from the provisions of this Ordinance shall utilize the procedures for a Specific Plan Exception set forth in Section 11.5.7. F of the Code. In granting an exception, the Area Planning Commission shall

make all of the following findings, in lieu of the findings set forth in Section 11.5.7.F.2 of the Code:

1. Strict compliance would result in practical difficulty or unnecessary hardship inconsistent with the purposes of the zoning restrictions, due to unique physical or topographic circumstances or conditions of design;
2. Strict compliance would deprive the applicant of privileges enjoyed by owners of similarly zoned property; and
3. An exception would not constitute a grant of special privilege.

In addition to the limitations imposed by Section 11.5.7 of the Code, no exception may be granted from Section 6.A of this Ordinance, or from the regulations governing off-site signs, including the development thresholds set forth in Section 6.E.

Adjustments pursuant to Section 11.5.7 of the Code are not permitted except as stated herein.

Section 6. **GENERAL REQUIREMENTS.**

General Requirements of the Code. Unless specified in this Ordinance to the contrary, the general sign requirements set forth in the Code shall apply to this Supplemental Use District for permits, plans, design and construction, materials, street address numbers, identification, maintenance, prohibited locations, and sign illumination.

A. **Prohibited Signs.** The following signs shall be prohibited:

1. Aerial View Signs.
2. Billboards.
3. Can Signs.
4. Captive Balloon Signs.
5. Illuminated Architectural Canopy Signs.
6. Inflatable Devices.
7. Integral Large Scale Architectural Lighting.
8. Internally-illuminated Awning Signs.
9. Pole Signs.
10. Projected Image Signs.
11. Roof Signs.

12. Sandwich Board Signs.
13. Scrolling Digital Displays.
14. Signs for which a permit is required on Vacant Property.
15. Signs covering exterior doors and windows (whether operable or inoperable), rescue windows or other openings that serve habitable floor area, except for Integral Digital Display Signs, Identification Signs in Vertical Sign Zone 4, and Window Signs permitted pursuant to this Ordinance.
16. Supergraphic Signs
17. Any sign not specifically authorized by this Ordinance or the Code.
18. There shall be no digital signage on Flower Street.

B. Sign Sub-Districts. This District is divided into sub-districts as shown in Figure B. The purpose of the sign sub-districts is to address the relationship between sign intensity and the uses surrounding each district.

1. **Sub-District A.** This Sub-District generally encompasses signs that are along Figueroa Street between Olympic Boulevard and 11th Street, the western half of Olympic Boulevard and the western half of 11th Street, as shown on Figure B. Sub-District A signage is intended to be active and engaging, and to support the vitality of Figueroa Street. Signage that enhances the various uses along this street will be encouraged, and non-residential tenants will be encouraged to incorporate innovative and dynamic building displays and signage. Restricted animation is permitted in this Sub-District.

2. **Sub-District B.** This Sub-District generally encompasses signs that are applied directly to Flower Street, and the eastern half of 11th Street and the eastern half of Olympic Boulevard building facade, as shown on Figure B. The signage contained in Sub-District B is intended to be more restrained than the signage contained in Sub-District A and to promote a peaceful living environment without undue visual impact upon residential uses on Flower Street, 11th Street or Olympic Boulevard. Animation of signage is generally prohibited in Sub-District B.

C. Vertical Sign Zones. The District area is also divided into four Vertical Sign Zones, as shown on Figure C. The purpose of the Vertical Sign Zones is to address different sign viewing distances, including pedestrian views from street level, pedestrian views from a distance, and views from vehicles. The Vertical Sign Zones may extend no more than 5 feet above or below the listed height of each Sign Zone. The Vertical Sign Zone may not extend 5 feet above and 5 feet below the listed height of each Sign Zone. The Vertical Sign Zones are as follows:

1. **Zone 1.** This Vertical Sign Zone is applicable to all signs located at street level, from 0 feet to 25 feet above grade;

2. **Zone 2.** This Vertical Sign Zone is applicable to all signs located between Vertical Sign Zone 1 (above 25 feet above grade) and up to 125 feet above grade, but not to signs extending above the level of the podium parapet line, if a podium is present. The upper limit of Level 2 may vary due to building architecture.

3. **Zone 3.** This Vertical Sign Zone is applicable to all signs located between Vertical Sign Zone 2 (above 125 feet from grade or above the podium parapet line, if a podium is present) and Vertical Sign Zone 4.

4. **Zone 4.** This Vertical Sign Zone is applicable to all signs located within the top 30 feet of each building, as measured vertically from the top of the roof parapet.

D. **Signs In More Than One Sub-District or Vertical Sign Zone.** Signs may be located in more than one Sub-District and more than one Vertical Sign Zone, provided that the requirements contained in this Ordinance are met for each portion of the sign contained in each of the Sub-Districts or Vertical Sign Zones. In no event shall the total sign area of an individual sign exceed the maximum permitted area in the most restrictive Sub-District or Vertical Sign Zone in which the sign is located.

E. **Permitted Sign Area, Sign Type, and Maximum Coverage and Size.** Signs may only be placed in the District as set forth below, and as further limited by the requirements for specific sign types set forth in Section 3.

1. **Maximum Permitted Sign Area (By Lot).** The maximum permitted combined sign area on a lot for all signs is four square feet of signage for each foot of linear street frontage. The signage area permitted by the length of a certain street frontage shall be used on that same street frontage from which the permitted area is calculated. The maximum areas established by this Ordinance are legal maximums only and as such may not necessarily be permitted. All signs on a lot shall be included in the calculation of maximum permitted combined sign area except for the following signs:

- a. Signs in an interior courtyard or interior plaza of a non-historic building that is not visible in any way from the street, public right-of-way, or publicly accessible plaza adjacent to a public right-of-way;
- b. Digital Display and Integral Digital Display Signs;
- c. Identification Signs in Vertical Sign Zone 4;
- d. Temporary Signs.

2. **Permitted Sign Types by Vertical Sign Zone.** Notwithstanding any provision in the Code to the contrary, the following signs are the only sign types permitted within the District:

Vertical Sign Zone	Permitted Signs
1 (0'-25')	Architectural Ledge Signs, Awning Signs, Identification Signs, Information Signs, Monument Signs, Pedestrian Signs, Projecting Signs, Wall Signs, Window Signs, Temporary Signs.
2 (25'-125') ⁱ	Digital Display Signs, Identification Signs, Integral Digital Display Signs, Projecting Signs, , Temporary Signs, Large Scale Architectural Lighting, Wall Signs.
3 (+125')	Large Scale Architectural Lighting; No signs permitted.
4 (Top 30' of building)	Identification Signs (may include Digital Display Signs or Integral Digital Display Signs).

F. **Interior Courtyards or Plazas.** Any sign in an interior courtyard or interior plaza of a non-historic building that is not visible in any way from the street, public right-of-way, or publicly accessible plaza adjacent to a public right-of-way is only required to comply with Article 4.4. of the Code.

G. **Fire Safety.** All new signs and sign support structures shall be made of noncombustible materials or plastics approved by both the Fire Department and LADBS.

H. **Illumination.** Except for Temporary Signs, which may not be illuminated, all signs within the District may be illuminated by either internal or external means. The illumination regulations set forth in the Code, including but not limited to Section 93.0117, shall apply. Methods of signage illumination may include electric lamps, such as neon tubes; fiber optics; incandescent lamps; LED; LCD; cathode ray tubes exposed directly to view; shielded spot lights and wall wash fixtures. Additionally, the applicant shall submit a signage illumination plan to the Director as part of the Project Permit Review procedure set forth in Section 5 above. The signage illumination plan shall be prepared by a lighting design expert, and those portions of the plan setting forth the wattage draw must be certified and stamped by an electrical engineer certified by the State of California. The plan shall include specifications for all illumination, including maximum luminance levels, and shall provide for the review and monitoring of the displays in order to ensure compliance with the following regulations:

1. All illuminated signs shall be designed, located or screened so as to minimize to the greatest reasonable extent possible direct light sources onto any exterior wall of a residential unit and into the window of any commercial building. If signs are to be externally lit, the source of the external illumination shall be shielded from public view.
2. Signage shall not use highly reflective materials such as mirrored glass.

3. All light sources, including illuminated signage, shall comply with CALGreen (Part 11 of Title 24, California Code of Regulations).

4. Each Integral Digital Display or Digital Display shall be fully dimmable, and shall be controlled by a programmable timer so that luminance levels may be adjusted according to the time of day.

5. Light trespass shall not exceed 3 foot-candles, as measured at any adjacent residential use.

6. The following additional illumination standards shall apply to all Digital Displays and Integral Digital Displays:

a. **Brightness.** In Vertical Sign Zones 1 and 2, all signs shall have a nighttime brightness no greater than 300 candelas per square meter and a daytime brightness no greater than 5,000 candelas per square meter. The displays shall transition smoothly at a consistent rate from the permitted daytime brightness to the permitted nighttime brightness levels, beginning 45 minutes prior to sunset and concluding 45 minutes after sunset.

b. **Beam Spread.** All light emitting diodes used within a Digital Display or Integral Digital Display shall have a maximum horizontal beam spread of 140 degrees and maximum vertical beam spread of 65 degrees.

c. **Ground Spillage.** When measured at ground level from any location other than the property on which a Digital Display Sign or Integral Digital Display Sign is located, a Digital Display Sign or Integral Digital Display Sign shall not under any circumstance increase the total amount of measurable light more than 2 LUX above the ambient-light level that exists when the Digital Display Sign or Integral Digital Display Sign is extinguished.

d. **Interior Spillage.** When measured from any location within a building on which a Digital Display Sign or integral Digital Display Sign is located, the Digital Display Sign or Integral Digital Display Sign shall not increase the total amount of measurable light more than 1 LUX above the ambient-light level that exists when the Digital Display Sign or Integral Digital Display is extinguished.

I. **Illumination Testing Protocol**

1. Prior to the operation of any sign requiring Project Permit Compliance, and again 12 months after the sign has become operational, the applicant shall conduct testing to indicate compliance with the regulations of this Ordinance, and provide a copy of the results along with a certification from an LADBS approved testing agency to the Director and to LADBS stating that the testing results demonstrate compliance with the requirements of this Ordinance. The testing shall be at the applicant's expense and shall be conducted as follows:

a. In order to determine whether the illumination complies with of the Code and the requirements of this Ordinance, a representative testing site shall be established on or next to those light-sensitive receptors, as defined by the City's CEQA Guidelines, which have the greatest exposure to signage lighting on each of the four façades of the Project. A light meter mounted to a tripod at eye level, facing the Project buildings, shall be calibrated and measurements taken to determine ambient light levels with the sign on. An opaque object shall be used to block out the view of the sign and the building from the light meter at a distance of at least four (4) feet away from the tripod. A reading shall then be taken to determine the ambient light levels with the sign off. The difference between the two measurements shall be the amount of light the sign casts onto the sensitive receptor. Alternatively, the applicant may measure light levels by using the same tripod and same light meter, but by turning the signage on and off.

b. The illumination and intensity levels of all Digital Displays and Integral Digital Displays shall also be metered from a minimum of four perspectives (*i.e.*, a perspective metering each facade) using the Candela as unit of measurement, and shall indicate conformance with the standards of this Ordinance.

2. In addition, if, as a result of a complaint, LADBS has cause to believe the Project's signage lighting is not in compliance with the Code or this Ordinance, LADBS may request, at the expense of the applicant or its successor, that the testing protocol outlined in this section be implemented to determine compliance. If the testing reveals that the signage is not in compliance with the Code, this Ordinance, or mitigation measures set forth in the Environmental Clearance that the City certified for this Ordinance, the applicant or its successor shall adjust the signage to bring it into compliance immediately.

J. **Refresh Rate.** This Ordinance permits restricted refresh rates for all Digital Displays and Integral Digital Displays. No sign or lighting is granted an unrestricted refresh rate.

1. Sub-Districts A and B. Digital Displays in Sub-Districts A and B are subject to Control Refresh Rate I. Other than Digital Displays and Integral Digital Displays, all signs and lighting shall remain static.

K. **Sign Hours of Operation.** In Vertical Zone 1, signage may only be illuminated between the hours of 7:00 a.m. to midnight.

L. **Hazard Review.** Signs that adhere to the regulations outlined in this Ordinance shall be exempted from the Hazard Determination review procedures in Code Section 14.4.5. All signs shall continue to be subject to Caltrans approval, where applicable.

M. **Freeway Exposure.** Signs conforming to the regulations of this Ordinance are exempt from Section 14.4.6 A of the Code. The refresh rates for all Digital Displays and Integral Digital Displays along the west-facing building frontages that are visible from a freeway shall be

limited to Controlled Refresh I. All signs shall continue to be subject to Caltrans approval, where applicable.

N. **Visual Maintenance.** All signs shall be maintained to meet the following criteria at all times:

1. The building and ground area around the signs shall be properly maintained. All unused mounting structures, hardware, and wall perforations from any abandoned sign shall be removed and building surfaces shall be restored to their original condition.

2. All signage copy shall be properly maintained and kept free from damage and other unsightly conditions, including graffiti.

3. All sign structures shall be kept in good repair and maintained in a safe and sound condition and in conformance with all applicable codes.

4. Razor wire, barbed wire, concertina wire, or other barriers preventing unauthorized access to any sign, if any, shall be hidden from public view.

5. The signage copy must be repaired or replaced immediately upon tearing, ripping, or peeling, or when marred or damaged by graffiti.

6. No access platform, ladder, or other service appurtenance, visible from the sidewalk, street, or public right-of-way, shall be installed or attached to any sign structure.

7. Existing signs that are no longer serving the current tenants, including support structures, shall be removed and the building façades originally covered by the signs shall be repaired/resurfaced with materials and colors that are compatible with the façades.

8. Multiple temporary signs in the store windows and along the building walls of a façade are not permitted.

O. **Existing Signs.** Every existing sign and/or sign support structure constructed under a valid permit and used in conformance with the Code regulations and LADBS approvals in effect at the time of construction shall be allowed to continue to exist under those regulations and approvals even though subsequent adopted regulations and approvals have changed the requirements. All existing non-conforming signs shall be included in computing total sign area. There shall be no increase in sign area or height and no change in the location or orientation of any existing non-conforming sign. Before the issuance of a building permit for a new sign on a lot, LADBS shall verify that there are no open sign enforcement actions on the lot.

P. **Alterations, Repairs or Rehabilitation.** Any alteration, repair or maintenance work on a legally permitted sign or sign structure shall be governed by the Code.

Q. **Materials.** The materials, construction, application, location and installation of any sign shall be in conformance with the Los Angeles Building Code and the Los Angeles Fire Code.

Section 7. **STANDARDS FOR SPECIFIC TYPES OF SIGNS.**

A. **Architectural Ledge Signs.**

1. **General.**

a. Individual letters or numbers no taller than 24” or an icon no taller than 24” may stand atop or be suspended from a ledge.

b. Solid panels and Can Signs are not permitted as Architectural Ledge Signs.

c. The sign shall be oriented so that the message, graphic, or symbol on the sign is approximately parallel with the facade of the structure to which the sign is affixed.

2. **Location.** An Architectural Ledge Sign shall only be located over an entranceway or window on the first floor of a building.

3. **Dimensions.**

a. **Height.** The bottom of the ledge on which an Architectural Ledge Sign is located shall be at least eight feet above the natural or finished grade as measured vertically. The bottommost portion of a sign suspended from an architectural ledge shall be at least eight feet above the natural or finished grade as measured vertically.

b. **Length.** A ledge that is constructed for the purpose of supporting an Architectural Ledge Sign may not exceed 15 feet in length as measured horizontally.

c. **Suspension.** Supports that are constructed for the purpose of supporting an Architectural Ledge Sign may not exceed 24 inches in height as measured vertically from the top of the letter or symbol to the bottom of the supporting architectural appurtenance, nor may those supports exceed eight inches in width as measured horizontally.

4. **Projection.** A ledge designed to support an Architectural Ledge Sign may project a maximum of three feet from the building face where the sign is located.

B. **Awning Signs.** An Awning Sign shall comply with Section 14.4.19 of the Code.

C. **Digital Display Signs in Sub-District A.** Digital Display Signs shall be permitted subject to the following regulations:

1. **Number.** Digital Display Signs are permitted in Sub-District A of the Sign District. A Digital Display Sign which covers a building corner shall be construed as a single sign, even if its exposed face fronts two different streets.

2. **Location.**

a. A Digital Display shall be attached to or erected against the wall of a building or structure, with the exposed face of the sign in a plane approximately parallel to the plane of the wall.

b. No portion of a Digital Display Sign shall be taller than 125 feet in height, as measured vertically from finished grade.

c. Digital Display Signs shall be located in Vertical Sign Districts 1, 2, or 3, as shown in the approved Exhibit A for the project, for frontages facing Olympic Boulevard, S. Figueroa Street or 11th Street.

3. **Area.** The total square footage of all Digital Display Signs and Integral Digital Display Signs located within the Sub-District A of the Sign District shall not exceed 20,000 square feet. No individual Digital Display Sign shall exceed 6,000 square feet.

4. **Illumination.** The lighting of a Digital Display Sign shall be subject to the regulations under Section 6.H and 6.I of this Ordinance.

5. **Refresh Rates.** Displays in Sub-District A are limited to Control Refresh Rate I.

6. **Monitoring.** To facilitate the monitoring of compliance with the conditions of this Ordinance, the operator of a Digital Display Sign shall:

a. Maintain an accurate schedule of images displayed on such Digital Display or Integral Digital Display Sign together with copies of all such images for at least 60 days after the date of an image's display; and

b. Provide copies of such schedule and images as requested by the Director.

D. **Hanging Signs.**

1. **General.**

a. A Hanging Sign shall consist of individual letters or numbers no taller than 24 inches, or an icon no taller than 24 inches. Such letters, numbers, or icon shall be suspended from a ledge.

b. Solid panels and Can Signs are not permitted as Hanging Signs.

c. The sign shall be oriented so that the message, graphic, or symbol on the sign is approximately parallel with the facade of the structure to which the sign is affixed.

d. No message, graphic or symbol shall be located on that portion of a hanging sign that is perpendicular to the facade of the structure to which the sign is affixed.

2. **Location.** A Hanging Sign shall only be located over an entranceway or window on the first floor of a building.

3. **Dimensions.**

a. The lowest portion of a suspended Hanging Sign shall be at least eight feet above the natural or finished grade as measured vertically.

b. Suspension supports which are constructed for the purpose of supporting a Hanging Sign may not exceed 24 inches in height as measured vertically from the top of the letter or symbol to the bottom of the supporting architectural appurtenance, nor may those supports exceed 8 inches in width as measured horizontally.

4. **Projection.** A ledge designed to support a Hanging Sign may project a maximum of three feet from the building face where the sign is located.

E. **Identification Signs.**

1. **General.** Identification Signs shall be limited to a logo, generic type of business, street numbers or address, or the name of a business or building. Identification Signs may be Wall Signs, or other types of installation as allowed by this Ordinance.

2. **Location.**

a. Identification Signs shall only be permitted in Vertical Sign Zones 1 and 2, and in Vertical Sign Zone 4 subject to additional regulations below.

3. **Additional Regulations for Identification Signs in Vertical Sign Zone 4.**

a. **Minimum Building Height.** A building must be at least 100 feet tall to have an Identification Sign or Signs in Vertical Sign Zone 4.

b. **Location.** On a flat-topped building, Identification Signs in Vertical Sign Zone 4 must be located between the top of the windows on the topmost floor and the top of the roof parapet or within an area 30 feet below the top of the roof parapet, whichever is less. On buildings with stepped or otherwise articulated tops, Identification Signs in Vertical Sign Zone 4 may be located within an area 30 feet below the top of the building or within an area feet below

the top of the parapet of the main portion of the building below the stepped or articulated top. The Identification Signs must be located on a wall, including a parapet, and may not be located on a roof, including a sloping roof. The Identification Signs may be attached directly to the skin of the building, or a screen placed in front of the skin, or located directly within an exterior glass or metal screen, provided all Fire Department requirements are met.

c. **Area.** An Identification Sign in Vertical Sign Zone 4 may not exceed 2,000 square feet in area.

d. **Number of Identification Signs in Vertical Sign Zone 4.** A building, or each tower portion of a building, may have no more than two Identification Signs in Vertical Sign Zone 4.

e. **Other Guidelines.** Identification Signs in Vertical Sign Zone 4 are encouraged to meet the following guidelines:

(i) The use of symbols or logos, rather than names or words, is encouraged.

(ii) Identification Signs should be integrated into the architectural design of the building.

(iii) Identification Signs should be designed to be easily changed over time, in order to accommodate new tenants.

(iv) Identification Signs should be designed to preserve outward views from interior spaces.

(v) All identification Signs in Vertical Sign Zone 4 should be designed so as to present internally consistent and internally proportionate sign copy and shall utilize lettering size and styles which are generally uniform, in order that all words or names within the sign are not of a significantly different scale than the rest of the sign copy.

F. **Information Signs.** Unless otherwise specified in this Ordinance, an Information Sign shall comply with Section 14.4.7 of the Code.

G. **Integral Digital Display Signs.** Integral Digital Display Signs shall be permitted subject to the following regulations:

1. **General.** Integral Digital Display Signs by their nature are lower resolution signs. Such signs are encouraged to incorporate larger scale elements of diffuse imagery, including monochromatic or dichromatic color designs, abstract pixilation, and internally illuminated tinted transparent or translucent material. A project permit for pursuant to Section 5.0 for an Integral Digital Display Sign shall be considered only at the time of building design development.

2. **Number.** There shall be no more than seven (7) Integral Digital Display Signs in Sub-District A.

3. **Location.**

a. Integral Digital Display Signs shall be limited to Sub-District A, Vertical Sign Zone 2.

b. Integral Digital Display Signs shall not cover the exterior of windows, doors, vents, or other openings that serve occupants of a building unless:

(i) The operability and functionality of all windows, doors, vents, or openings covered by such Integral Digital Display are maintained to the building's design standards;

(ii) Visibility from the interior of each window covered by such Integral Digital Display is maintained to the building's design standards; and

(iii) There shall not be a minimum spacing requirement in vertical or horizontal dimension between individual lighting components embedded into any mesh, netting, horizontal louvers, vertical louvers, or similar installations.

c. Integral Electronic Display Signs shall not cover architectural features of a building's façade.

d. No portion of the Integral Digital Display Sign shall be taller than 125 feet in height, as measured vertically from finished grade, as defined in Section 6, C2.

4. **Area.** An individual Integral Digital Display shall not exceed a total of 6,000 square feet in area.

5. **Illumination.** The lighting of an Integral Digital Display Sign shall be subject to the regulations of Section 6.H and 6.I of this Ordinance.

6. **Refresh Rates.** An Integral Digital Display may be animated, but shall be restricted to Controlled Refresh I.

7. **Monitoring.** To facilitate the monitoring of compliance with the conditions of this Ordinance, the operator of a Digital Display or Integral Digital Display Sign shall:

a. Maintain an accurate schedule of images displayed on such Digital Display or Integral Digital Display Sign together with copies of all such images for at least 60 days after the date of an image's display; and

b. Provide copies of such schedule and images as requested by the Director.

H. **Monument Signs.** Unless otherwise specified in this Ordinance, a Monument Sign shall comply with Section 14.4.8 of the Code.

I. **Pedestrian Signs.**

1. **General.**

a. No text, message or logo shall be permitted on that portion of a Pedestrian Sign that is parallel to the face of the building.

b. The text, message or logo on a projecting sign shall consist of individual, dimensional letters or graphic elements that are applied onto the sign surface.

c. A Pedestrian Sign shall not be a Can Sign.

2. **Location.**

a. Each tenant space that is located on the ground level of a building may have one Pedestrian Sign within five linear feet of the main entrance of that tenant space.

b. Each tenant space that is located on a second floor level of a building may have a Pedestrian Sign on the ground level if there is direct exterior pedestrian access to the tenant floor space on the ground level.

3. **Dimensions.**

a. **Width.** No portion of a Pedestrian Sign that is parallel to the face of the building shall exceed two feet in width.

b. **Height.** No portion of a Pedestrian Sign shall be located less than eight feet above the sidewalk grade to the bottom of the sign.

4. **Individual Sign Area.** The sign area for a Pedestrian Sign shall not exceed six square feet for each sign face.

5. **Projection From The Building Face.** Notwithstanding the provisions of Section 14.4.9 of the Code to the contrary, a Pedestrian Sign may project out to a maximum of three feet from the face of the building at a height of at least eight feet above the ground level.

J. **Pillar Signs.** Pillar Signs shall comply with the following regulations:

1. **General.** A Pillar Sign shall not be a Can Sign. A Pillar Sign shall not be a Digital Display.

2. **Location.**

a. A new Pillar Sign shall not be permitted on a lot that has an existing Billboard or pole sign.

b. Pillar Signs shall not be permitted on that portion of a lot having less than 50 feet of street frontage. Lots having at least 50 feet may have one Pillar Sign.

c. A Pillar Sign shall be set back at least ten feet from the intersection of a driveway and the public right of way and shall not interfere with or present a hazard to pedestrian or vehicular traffic.

d. A Pillar Sign shall be located at least 7.5 feet from interior lot lines and at least 15 feet from any other Pillar Sign, Monument Sign, Projecting Sign, Billboard or Pole Sign.

3. **Dimensions.**

a. **Height.**

(i) A Pillar Sign shall not exceed a height of 20 feet above the sidewalk grade or edge of roadway grade nearest the sign, as measured to the top of the sign.

(ii) The top of a Pillar Sign shall be at least three feet below the height of any adjacent building facade on the lot where the Pillar Sign is located.

b. **Width.** The maximum horizontal dimension of any portion of a Pillar Sign shall not exceed three feet. The supporting elements of the sign shall have a dimension that is no less than 80% of the sign face along the same horizontal plane.

4. **Landscaping Requirements.** Landscaping shall be provided at the base of the supporting structure equal to twice the area of the largest face of the sign.

K. **Projecting Signs.** Projecting Signs shall comply with the following regulations:

1. **General.**

a. The text, message or logo on a Projecting Sign shall consist of individual, dimensional letters or graphic elements that are applied onto the sign surface.

b. No text, message or logo shall be allowed on that portion of a Projecting Sign that is parallel to the face of the building.

2. **Location.**

a. A Projecting Sign shall align with major building elements such as cornices, string courses, window banding, or vertical changes in material or texture.

b. There shall be a minimum distance of 20 feet, measured horizontally, between a Projecting Sign and any other type sign, except for a Pedestrian Sign, Identification Sign, Wall Sign or Window Sign.

c. A new Projecting Sign shall be located at least 1 foot from any interior lot line that does not adjoin a street or alley.

d. A Projecting Sign shall only be located in Vertical Sign Zones 1 and 2.

3. **Dimensions.**

a. A Projecting Sign shall not exceed 50 feet in height as measured vertically from the bottom of the sign to the top of the sign.

b. The width of the sign face of a Projecting Sign that is perpendicular to the building shall not exceed 20 percent of the overall height of the sign and in no event shall exceed four feet. This measurement does not include the dimensions of the sign's supporting structure.

c. No portion of a Projecting Sign that is parallel to the face of the building shall exceed two feet in width.

4. **Extension Above The Roof.** A Projecting Sign may extend above the top of the wall or roof parapet of a building face but the extension shall not exceed 30 percent of the total vertical height of the projecting sign. In no event shall a Projecting Sign extend higher than 125 feet from grade.

5. **Projection From The Building Face.** The planes of Projecting Sign faces shall be parallel to one another unless approved as a design element of a Project Permit Compliance review.

L. **Supergraphic Signs.**

1. **General.** A Supergraphic Sign shall not be allowed on any parcel.

M. **Temporary Signs.** Unless otherwise specified in this Ordinance, a temporary sign shall comply with Section 14.4.16 of the Code.

N. **Wall Signs.**

1. **General.** Wall signs shall be limited to Retail Tenant Identification, Hotel Identification, Building Identification, or Parking Identification signs.

2. **Location.**

a. No portion of any Wall Sign shall be located higher than 34 feet for a Retail Tenant ID Sign, 58'3" for a Hotel ID sign, or 12 feet for a Residential ID sign, measured by feet above grade as measured vertically, except when permitted as an Identification Sign in Vertical Sign Zone 2 or Vertical Sign Zone 4, or as a Digital Display Sign in Vertical Sign Zone 2.

b. A Wall Sign shall not cover the exterior of windows, doors, vents, or other openings that serve the occupants of a building.

3. **Area.** A single Wall Sign shall not exceed 300 square feet in area, except as an Identification Sign in Vertical Sign Zone 4 or as a Digital Display Sign in Vertical Sign Zone 2.

O. **Window Sign.** Unless otherwise specified in this Ordinance, a Window Sign shall comply with Section 14.4.14 of the Code and the following regulations.

1. **Area.** Window Signs located on or within six feet of the window plane, painted or attached, shall not exceed 15 percent of the glass area of the window in which the Window Sign is placed.

2. **Construction.** A Window Sign may be comprised of vinyl or other material and may be attached to a window with an adhesive or by mechanical means. The means of attachment must be approved by LADBS and LAFD.

Section 8. **SIGN REDUCTION.** Sign reduction is required for all signs displaying off-site advertising content, and for all Integral Digital Display Signs and Digital Display Signs. Off-site advertising is permitted on all Integral Digital Display Signs and Digital Display Signs, so long as all existing off-site advertising currently installed on the same lot as of the date of adoption of this Sign District is removed from the Property prior to installation of the new off-site signage.

A. **Procedure.** Prior to the issuance of a building permit for any new off-site sign, Digital Display Sign, or Integral Digital Display Sign on any parcel within the District, a property owner within the District shall file an application for Project Permit Compliance under Section 5.D. above.

1. **Evidence of Sign Removal.**

a. **Signage Already Removed.** When applying for credit for signage that has already been removed, the application shall include evidence of the removal of lawfully permitted Billboards, Pole signs, Supergraphic Signs, Off-site

Signs and/or mural signs within the District. Such evidence must include all of the following: (i) a copy of the lawfully issued building permit for the sign in question; (ii) photographic evidence of the sign's prior existence, and (iii) photographic evidence of the sign's permanent removal,

b. **Signage To Be Removed In The Future.** When applying for credit for signage that will be removed in the future, the application shall include a copy of the lawfully issued building permit for the sign in question, and photographic evidence of the sign's existence. The sign credits may not finally issue until photographic evidence of the sign's permanent removal is provided to the Director of Planning. In addition, permits for the demolition of signs shall be obtained from LADBS when Code requires.

2. **Affidavit of Lot Owner Consenting To Award and Distribution of Sign Credits.** The application shall be accompanied by a notarized affidavit from the owner of the lot from which the sign was or will be removed. The affidavit shall state that the owner of the lot in question understands that the purpose of the application is to award sign credits for sign removal under Section 8 of this Ordinance. The affidavit shall also state that the owner of the lot in question agrees that sign credits resulting from the sign removal shall be issued and distributed as set forth below. Finally, the affidavit shall state that the owner of the lot in question understands and agrees that upon issuance of the sign credits the owner shall forfeit the right (if any exists under the Code or other applicable law) to reinstall the sign that was removed from his or her lot, and shall not be entitled to any compensation or credit for the removal of the sign, except as set forth under this Section (if any). Only the initial application for credits for the take down of any sign or signs shall require an affidavit. Subsequent use of the credits shall not require an affidavit. A single sign application may be used to allocate all applicable take down credits throughout the District.

B. **Sign Reduction.** Require, at a minimum, that every square foot of sign area of a new off-site sign be offset by a reduction of more than five square feet of existing off-site sign area, or a reduction of more than ten square feet of existing off-site sign area if the new off-site sign has a digital display. Under no circumstances may the total number or surface area of Digital Display Signs, or Integral Digital Display Signs permitted in this Ordinance be exceeded. Total area for Digital and Integral Digital Display signs shall not exceed 16,012.5 square feet.

Section 9. VIOLATIONS AND ADMINISTRATIVE CIVIL PENALTIES.

A. **Purpose.** This Section applies only to the sign regulations set forth in the Ordinance and to violations of any other sign regulations established by ordinance. The City Council finds there is a need for alternative methods of enforcing all provisions of this Code pertaining to signage. The City Council further finds that the assessment of additional civil administrative penalties for violations of these sign regulations is a necessary alternative method for gaining compliance with the sign regulations. The assessment of the civil penalties established in this Section is in addition to any other administrative or judicial remedies established by law which may be pursued to address violations of the sign regulations.

B. Authority and General Provisions.

1. The Department of Building and Safety shall have the authority to issue an order to comply and assess penalties against any responsible party for violation of any provisions of this Code pertaining to signage.

2. The owner of the property on which a sign is located and the owner of the sign and sign support structure are both responsible parties for complying with all provisions of this Code pertaining to signage. In addition, the owner of the property and the owner of the sign or sign support structure are jointly and severally liable for the civil penalties assessed pursuant to this section.

3. A violation of the sign regulations is deemed a continuing violation and each day that a violation continues is deemed to be a new and separate offense.

4. The order to comply shall be mailed via U.S. First-Class Mail to each responsible party.

5. Penalties shall begin to accrue on the 16th day after the effective date shown on the order to comply, unless the violation is corrected or the sign copy is removed before midnight on the 15th day after the effective date.

6. The amount of penalties shall follow the chart in Subsection C below. These penalty amounts shall be in addition to any other fees required by Chapter IX of the LAMC.

7. After correcting the violation or removing the sign copy, the responsible party must contact the representative of the Department of Building and Safety who issued the order to comply to request a re-inspection. Any penalties assessed will cease to accrue starting on the day that the Department of Building and Safety determines through its re-inspection that the violation has been corrected or that the sign copy has been removed.

8. If the Department of Building and Safety rescinds an order to comply, the violation shall be considered corrected, and no penalties shall be due.

9. All other matters pertaining to the issuance of orders to comply and assessment of penalties for violation of sign regulations not addressed by this Section, shall be as regulated by Chapter IX of the LAMC.

C. Amount of Penalties.

1. The amount of administrative civil penalties for off-site signs are as set forth in the following table:

SIGN AREA OF OFF-SITE	CIVIL PENALTIES PER DAY OF VIOLATION
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SIGN IN VIOLATION	First Violation	Second Violation	Third Violation and All Subsequent Violations
Less than 150 square feet	\$2,500	\$4,000	\$8,000
150 to less than 300 square feet	\$4,000	\$8,000	\$16,000
300 to less than 450 square feet	\$6,000	\$12,000	\$24,000
450 to less than 600 square feet	\$8,000	\$16,000	\$32,000
600 to less than 750 square feet	\$10,000	\$20,000	\$40,000
750 or more square feet	\$12,000	\$24,000	\$48,000

2. The amount of administrative civil penalties for on-site or noncommercial signs of any size shall be the same as the general civil penalty defined in Section 11.00 L of the LAMC, for the first and all subsequent violations.

3. For signs of less than 20 square feet in sign area, civil penalties per day for a violation of this Ordinance shall be \$500 per day of violation for the first and all subsequent violations.

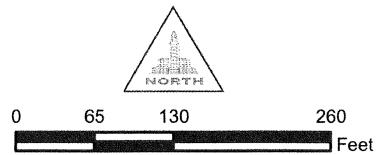
Section 9. **SEVERABILITY.** If any provision of this Ordinance or its application to any person or circumstance is held to be unconstitutional or otherwise invalid by any court of competent jurisdiction, the invalidity shall not affect other provisions, clauses or applications of said ordinance which can be implemented without the invalid provision, clause or application, and to this end the provisions and clauses of this Supplemental Use District Ordinance are declared to be severable.

Section 10. The City Clerk shall certify to the passage of this Ordinance and have it published in accordance with Council policy, either in a daily newspaper circulated in the City of Los Angeles or by posting for ten days in three public places in the City of Los Angeles: one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; and one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

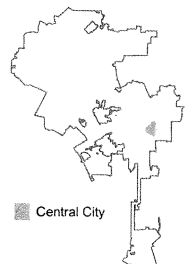
I hereby certify that the foregoing ordinance was introduced at the meeting of the Council of the City of Los Angeles _____, and was passed at its meeting of _____.



Figueroa and Olympic South Sign District



City of Los Angeles



CPC-2015-1158-SN-TDR-MCUP-CUX-SPR

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083117

CONDITIONS OF APPROVAL
(As Modified by the City Planning Commission on September 14, 2017)

A. Entitlement Conditions

1. **Project Description.** The mixed-use project will result in a total floor area of approximately 936,712 square feet consisting of: a 300-room hotel, 435 residential units, and 58,959 square feet of commercial uses.
2. **Site Plan.** Except as modified herein, the project shall be in substantial conformance with the plans and materials stamped "Exhibit A" and dated July 7, 2017, and attached to the subject case file. No change to the plans will be made without prior review by the Department of City Planning, and written approval by the Director of Planning, with each change being identified and justified in writing. Minor deviations may be allowed in order to comply with provisions of the Municipal Code, the subject conditions, and the intent of the subject permit authorization.
3. **Parking.** Parking shall be in compliance with the LAMC, except as otherwise authorized herein.
4. **Development Agreement.** Prior to the issuance of a building permit for any phase within the project, the Department of Building and Safety shall confirm that the public benefits, as identified in Case No. CPC-2015-1160-DA, have been satisfied.
5. **Mitigation Monitoring Program.** The project shall be in substantial conformance with the mitigation measures in the attached MMP and stamped "Exhibit B" and attached to the subject case file. The implementing and enforcing agencies may determine substantial conformance with mitigation measures in the MMP. If substantial conformance results in effectively deleting or modifying the mitigation measure, the Director of Planning shall provide a written justification supported by substantial evidence as to why the mitigation measure, in whole or in part, is no longer needed and its effective deletion or modification will not result in a new significant impact or a more severe impact to a previously identified significant impact.

If the Project is not in substantial conformance to the adopted mitigation measures or MMP, a modification or deletion shall be treated as a new discretionary action under CEQA Guidelines, Section 15162(c) and will require preparation of an addendum or subsequent CEQA clearance. Under this process, the modification or deletion of a mitigation measure shall not require a Zone Change unless the Director of Planning also finds that the change to the mitigation measures results in a substantial change to the Project or the non-environmental conditions of approval.

6. **Mitigation Monitor.** During the construction phase and prior to the issuance of building permits, the applicant shall retain an independent Construction Monitor (either via the City or through a third-party consultant), approved by the Department of City Planning, who shall be responsible for monitoring implementation of project design features and mitigation measures during construction activities consistent with the monitoring phase and frequency set forth in this MMP.

The Construction Monitor shall also prepare documentation of the applicant's compliance with the project design features and mitigation measures during construction every 90 days in a form satisfactory to the Department of City Planning. The documentation must be signed by the applicant and Construction Monitor and be included as part of the applicant's

Compliance Report. The Construction Monitor shall be obligated to immediately report to the Enforcement Agency any non-compliance with the mitigation measures and project design features within two businesses days if the applicant does not correct the non-compliance within a reasonable time of notification to the applicant by the monitor or if the non-compliance is repeated. Such non-compliance shall be appropriately addressed by the Enforcement Agency.

7. **Site Plan.** Except as modified herein, the project shall be in substantial conformance with the plans and materials submitted by the Applicant, stamped "Exhibit A," and attached to the subject case file. Minor deviations may be allowed in order to comply with the provisions of the Los Angeles Municipal Code or the project conditions.
8. **TFAR.**
 - a. **Floor Area.** Development shall not exceed an 8.03:1 Floor Area Ratio (FAR) and a total floor area of 936,712 square feet. The Transfer Payment and Public Benefit Payment shall be pro-rated to the amount of TFAR being acquired in the event the maximum amount of TFAR approved is not required. The base lot area used to calculate the base floor area shall be 116,660 square feet at a 6:1 FAR. Changes to the project that result in a twenty percent decrease in floor area, or more, shall require new entitlements.
 - b. **TFAR Transfer Payment.** The project is subject to and shall pay a TFAR Transfer Payment in conformance with Section 14.5.6 through 14.5.12 of the Code. Such payment shall be based on the actual amount of floor area transferred to the project site.
 - i. The total amount of floor area authorized to be transferred from the Los Angeles Convention Center by this action shall not exceed 236,752 square feet. The total floor area of the Project Site shall not exceed 936,712 square feet.
 - ii. The applicant shall provide a TFAR Transfer Payment consistent with LAMC Section 14.5.10. in the amount of \$5 per square foot, or \$1,183,760, for the transfer of 236,752 square feet from the Los Angeles Convention Center to the project site.
 - c. **Public Benefit Payment.** The project is subject to and shall pay a Public Benefit Payment in conformance with Section 14.5.6 through 14.5.12 of the Code.
 - i. The applicant shall provide a Public Benefit Payment consistent with LAMC Section 14.5.9. in the amount of \$7,216,612. The Project shall provide 100 percent (or \$7,216,612) of the Public Benefit Payment to the Public Benefit Payment Trust Fund.
 - ii. The Applicant shall pay the required Public Benefit Payment in cash to the Public Benefit Trust Fund, pursuant to the terms of Transfer of Floor Area Rights Ordinance No. 181,574, Article 4.5 of the LAMC. The Public Benefit Payment proof of cash payment and direct provision of public benefits is required upon the earliest occurrence of either:
 - (1.) The issuance of the building permit for the Project; or
 - (2.) Twenty-four months after the final approval of the Transfer and the expiration of any appeals or appeal period; should the Applicant not make the required

payments within the specified time, subject approval shall expire, unless extended by the Director in writing.

9. **Master Conditional Use for Alcoholic Beverages.**

- a. **Grant.** The Master Conditional Use authorization herein to allow the on-site sale, dispensing and consumption of a full line of alcoholic beverages shall be limited to the following: 25 portable units within the hotel; mini-bars within each hotel room; five restaurants/bars within the hotel; 15 restaurants/bars within the commercial area. The Master Conditional Use authorization herein to allow the sale and off-site consumption of a full line of alcoholic beverages shall be limited to three retail establishments within the project site. The Master Conditional Use authorization here to allow live entertainment and/or patron dancing shall be limited to 20 establishments.
- b. **Plan Approval.** The property owner or individual operator shall file a Plan Approval pursuant to Section 12.24-M of the Los Angeles Municipal Code in order to implement and utilize the Conditional Use Permit authorized for each unit. The Plan Approval application shall be accompanied by the payment of appropriate fees and must be accepted as complete by the Department of City Planning. Mailing labels shall be provided by the applicant for all abutting owners, for the Council Office, the Neighborhood Council and for the Los Angeles Police Department. A public hearing shall be conducted. The purpose of the Plan Approval procedure is to review each proposed venue in greater detail and tailor specific conditions for each premise including but not limited to hours of operation, seating capacity, size, security, the length of a term grant and/or any requirement for a subsequent Approval of Plans application to evaluate compliance and effectiveness of the conditions of approval. Conditions herein shall be incorporated into each Plan Approval unless in the opinion of the decision-maker the applicant has justified otherwise. (Future operators may request beer and wine sales in lieu of a full line of alcoholic beverages when they file their Plan Approval.)
- c. There shall be no coin-operated game machines or video machines permitted on the premises at any time.
- d. The conditions of this grant, a police permit, a copy of a business license, insurance information and an emergency contact phone number for the operator and valet service(s), if any, shall be retained on the premises at all times and be immediately produced upon request of the Los Angeles Police Department, the Department of City Planning, State Department of Alcoholic Beverage Control or other responsible agencies. The manager and all employees shall be knowledgeable of these Conditions.
- e. Electronic age verification device(s) which can be used to determine the age of any individual attempting to purchase alcoholic beverages and shall be installed on the premises at each point-of-sale location. The device(s) shall be maintained in an operational condition and all employees shall be instructed in their use prior to the sale of any alcoholic beverages.
- f. No employee or agent shall be permitted to accept money or any other thing of value from a customer for the purpose of sitting or otherwise spending time with customers while in the premises. Additionally, the licensee(s) shall not provide, permit or make available, either gratuitous or for compensation, male or female patrons who act as escorts, companions or guests of and for the customers.

- g. No employee or agent shall solicit or accept any alcoholic or non-alcoholic beverage from any customer while in the premises.
- h. No alcoholic beverages shall be consumed on any property adjacent to the licensed premises under the control of the applicant.
- i. The applicant shall not permit any loitering on the premises or on property adjacent to the premises.
- j. The applicant shall be responsible for maintaining free of litter the area adjacent to the premises over which they have control, including the sidewalk in front of the venue.
- k. Security cameras shall be maintained on the premises that are serving alcohol and a one-month video library that covers all common areas of the premises, high-risk areas, the patios and entrances and exits.
- l. Security personnel shall be licensed consistent with State law and Los Angeles Police Commission standards and maintain an active American Red Cross first-aid card. The security personnel shall be dressed in such a manner as to be readily identifiable to patrons and law enforcement personnel.
- m. The operator shall maintain a security log of events, incidents and evictions of patrons. This log shall be maintained in the office on the premises at all times and shall be immediately produced upon request of any Los Angeles Police Officer.
- n. There shall be no adult entertainment pursuant to LAMC Section 12.70.
- o. The applicant/ operator shall identify a contact person and provide a 24-hour "hot line" telephone number for any inquiries or complaints from the community regarding the subject facility. Prior to the utilization of this grant, the phone number shall be posted on the site so that is readily visible to any interested party. The hot line shall be:
 - Posted at the entry, and the cashier or customer service desk,
 - Provided to the immediate neighbors, schools and the Neighborhood Council,
 - Responded to within 24-hours of any complaints/inquiries received on this hot line, and,
 - The applicant shall document and maintain a log of complaints received, the date and time received and the disposition of the response. The log shall be made available for review by the Los Angeles Police Department, State ABC Investigators and the Department of City Planning's Condition Compliance Unit upon request.
- p. Any outdoor dining area in the public right-of-way shall obtain a revocable permit from the Bureau of Engineering prior to the opening of the outdoor dining area.
- q. A "designated driver program" shall be implemented in which free non-alcoholic beverages such as coffee, tea or soft drinks will be offered to the designated driver of a group. The availability of this program shall be made known to patrons either via a card placed on all tables and bars or in a program description in the menu.
- r. Within 6 months of the effective date of any Plan Approval granted pursuant to this Master Conditional Use Permit, all employees involved with the sale of alcoholic beverages shall enroll in the Los Angeles Police Department's "Standardized Training

for Alcohol Retailers” STAR program. Upon completion of such training, the applicant shall request the Police Department to issue a letter identifying which employees completed the training. The applicant shall transmit a copy of the letter from the Police Department to the Department of City Planning’s Condition Compliance Unit as evidence of compliance. In the event there is a change in the licensee, within one year of such change, this training program shall be required for all new staff.

- s. If at any time during the period of the grant, should documented evidence be submitted showing continued violation(s) of any condition(s) of the grant, resulting in a disruption or interference with the peaceful enjoyment of the adjoining and neighboring properties, the Condition Compliance Unit will have the right to require the petitioner(s) to file for a plan approval application together with the associated fees, to hold a public hearing to review the petitioner’s compliance with and the effectiveness of the conditions of the grant. The petitioner(s) shall submit a summary and supporting documentation of how compliance with each condition of the grant has been attained.
- t. Prior to the beginning of operations, the manager of the facility shall be made aware of the conditions and shall inform his/her employees of the same. A statement with the signature, printed name, position and date signed by the manager and his/her employees shall be provided to the Condition Compliance Unit within 30 days of the beginning day of operation of the establishment. The statement shall read as follows:

We, the undersigned, have read and understand the conditions of approval to allow the sale and dispensing of a full line of alcoholic beverages for on and off-site consumption, in conjunction the [restaurant][facility], known as [NAME OF VENUE][NAME OF FACILITY], and agree to abide and comply with said conditions.

- u. Should there be a change in the ownership and/or the operator of the business, the property owner and the business owner or operator shall provide the prospective new property owner and the business owner/operator with a copy of the conditions of this action prior to the legal acquisition of the property and/or the business. Evidence that a copy of this determination has been provided to the prospective owner/operator, including the conditions required herewith, shall be submitted to the Condition Compliance Unit in a letter from the new operator indicating the date that the new operator/management began and attesting to the receipt of this approval and its conditions. The new operator shall submit this letter to the Condition Compliance Unit within 30 days of the beginning day of his/her new operation of the establishment along with the dimensioned floor plan, seating arrangement and number of seats of the new operation. This Condition does not apply to any change of ownership of the overall development currently known as 1020 S. Figueroa Street Project.
- v. **MViP – Monitoring, Verification and Inspection Program.** At any time, before, during, or after operating hours, a City inspector may conduct a site visit to assess compliance with, or violations of, any of the conditions of this grant. Observations and results of said inspection will be documented and used to rate the operator according to the level of compliance. If a violation exists, the owner/operator will be notified of the deficiency or violation and will be required to correct or eliminate the deficiency or violation. Multiple or continued documented violations or Orders to Comply issued by the Department of Building and Safety which are not addressed within the time prescribed therein, may result in denial of future requests to renew or extend this grant.

CONDITIONS IDENTIFIED FOR CONSIDERATION BY THE STATE DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL RELATIVE TO THE SALE AND DISTRIBUTION OF ALCOHOLIC BEVERAGES

In approving the instant grant, the City Planning Commission has not imposed Conditions specific to the sale or distribution of alcoholic beverages, even if such Conditions have been volunteered or negotiated by the applicant, in that the Office of Zoning Administration has no direct authority to regulate or enforce Conditions assigned to alcohol sales or distribution.

The City Planning Commission has identified a set of Conditions related to alcohol sales and distribution for further consideration by the State of California Department of Alcoholic Beverage Control (ABC). In identifying these conditions, the City Planning Commission acknowledges the ABC as the responsible agency for establishing and enforcing Conditions specific to alcohol sales and distribution. The Conditions identified below are based on testimony and/or other evidence established in the administrative record, and provide the ABC an opportunity to address the specific conduct of alcohol sales and distribution in association with the Conditional Use granted herein by the City Planning Commission.

- No alcohol shall be allowed to be consumed on any adjacent property under the control of the applicant.
- There shall be no exterior advertising or signs of any type, including advertising directed to the exterior from within, promoting or indicating the availability of alcoholic beverages. Interior displays of alcoholic beverages or signs which are clearly visible to the exterior shall constitute a violation of this condition. This condition is not meant to preclude an interior display of alcoholic beverage containers within the interior of the restaurant space. The only exception to this restriction is the posting of a single menu on the outside wall.
- There shall not be any sale of single cans or bottles of beer, wine coolers, or malt liquor from pre-packaged 6- or 4- packs. The sale of individual cans or bottles of craft beer from 15+ fluid ounce containers is permissible.
- No sale of alcohol shall be permitted at any self-service, automated check-out station (checkout conducted primarily by the customer, with assistance by a store monitor) if such are available on the site. All sales of alcohol shall be conducted at a full-service checkout station directly attended by a cashier/checkout clerk specifically assigned solely to that station.
- All personnel selling, dispensing and serving the alcoholic beverages must be 21 years old or older.
- Partitions separating both/dining areas shall not exceed 54 inches in height. No obstructions shall be attached, fastened or connected to the booths/dining areas within the interior space of the facility.
- The subject Alcoholic Beverage license shall not be exchanged for a public premises type license.
- Sales and delivery of alcoholic beverages to customers shall be made from behind a counter where an employee of the licensee will obtain the product. No self-service of alcoholic beverages by patrons from behind the bar is permitted.

10. **Solar.** The project shall provide a minimum of 4,600 square feet of solar panels. Solar panels shall be installed on all rooftop areas, as shown on the roof plans labeled Exhibit "A".
11. **Streetscape Plan.** The project shall be designed in compliance with the Los Angeles Sports and Entertainment District Streetscape Plan.
12. **Bicycle Parking.** On-site bicycle parking shall be provided in compliance with LAMC Section 12.21-A,16.
13. **EV Parking.** The Proposed Project shall include at least twenty percent (20%) of the total Code-required parking spaces provided for all types of parking facilities, but in no case less than one location, shall be capable of supporting future electric vehicle supply equipment (EVSE). Plans shall indicate the proposed type and location(s) of EVSE and also include raceway method(s), wiring schematics and electrical calculations to verify that the electrical system has sufficient capacity to simultaneously charge all electric vehicles at all designated EV charging locations at their full rated amperage. Plan design shall be based upon Level 2 or greater EVSE at its maximum operating capacity. Of the 20% EV Ready, five (5)% of the total Code-required parking spaces shall be further provided with EV chargers to immediately accommodate electric vehicles within the parking areas. When the application of either the 20% or 5% results in a fractional space, round up to the next whole number. A label stating "EVCAPABLE" shall be posted in a conspicuous place at the service panel or subpanel and next to the raceway termination point.
14. **Tribal Cultural Resource Inadvertent Discovery.** In the event that objects or artifacts that may be tribal cultural resources are encountered during the course of any ground disturbance activities¹, all such activities shall temporarily cease on the project site until the potential tribal cultural resources are properly assessed and addressed pursuant to the process set forth below:
 - Upon a discovery of a potential tribal cultural resource, the project Permittee shall immediately stop all ground disturbance activities and contact the following: (1) all California Native American tribes that have informed the City they are traditionally and culturally affiliated with the geographic area of the proposed project; (2) and the Department of City Planning at (213) 473-9723.
 - If the City determines, pursuant to Public Resources Code Section 21074 (a)(2), that the object or artifact appears to be tribal cultural resource, the City shall provide any effected tribe a reasonable period of time, not less than 14 days, to conduct a site visit and make recommendations to the Project Permittee and the City regarding the monitoring of future ground disturbance activities, as well as the treatment and disposition of any discovered tribal cultural resources.
 - The project Permittee shall implement the tribe's recommendations if a qualified archaeologist, retained by the City and paid for by the project Permittee, reasonably concludes that the tribe's recommendations are reasonable and feasible.
 - The project Permittee shall submit a tribal cultural resource monitoring plan to the City that includes all recommendations from the City and any effected tribes that have been reviewed and determined by the qualified archaeologist to be reasonable and feasible. The project Permittee shall not be allowed to recommence ground disturbance activities until this plan is approved by the City.

¹ Ground disturbance activities shall include the following: excavating, digging, trenching, plowing, drilling, tunneling, quarrying, grading, leveling, removing peat, clearing, pounding posts, augering, backfilling, blasting, stripping topsoil or a similar activity

- If the project Permittee does not accept a particular recommendation determined to be reasonable and feasible by the qualified archaeologist, the project Permittee may request mediation by a mediator agreed to by the Permittee and the City who has the requisite professional qualifications and experience to mediate such a dispute. The project Permittee shall pay any costs associated with the mediation.
 - The project Permittee may recommence ground disturbance activities outside of a specified radius of the discovery site, so long as this radius has been reviewed by the qualified archaeologist and determined to be reasonable and appropriate.
 - Copies of any subsequent prehistoric archaeological study, tribal cultural resources study or report, detailing the nature of any significant tribal cultural resources, remedial actions taken, and disposition of any significant tribal cultural resources shall be submitted to the South Central Coastal Information Center (SCCIC) at California State University, Fullerton.
 - Notwithstanding the above, any information determined to be confidential in nature, by the City Attorney's office, shall be excluded from submission to the SCCIC or the general public under the applicable provisions of the California Public Records Act, California Public Resources Code, and shall comply with the City's AB 52 Confidentiality Protocols.
15. **Maintenance.** The subject property (including any trash storage areas, associated parking facilities, sidewalks, driveways, yard areas, parkways, and exterior walls along the property lines) shall be maintained in an attractive condition and shall be kept free of trash and debris.
16. **Graffiti Removal.** All graffiti on the site shall be removed or painted over to match the color of the surface to which it is applied within 24 hours of its occurrence.
17. **Aesthetics.** The structure, or portions thereof shall be maintained in a safe and sanitary condition and good repair and free of graffiti, trash, overgrown vegetation, or similar material, pursuant to Municipal Code Section 91,8104. All open areas not used for buildings, driveways, parking areas, recreational facilities or walks shall be attractively landscaped and maintained in accordance with a landscape plan, including an automatic irrigation plan, prepared by a licensed landscape architect to the satisfaction of the decision maker.

B. Administrative Conditions

18. **Approval, Verification and Submittals.** Copies of any approvals, guarantees or verification of consultations, reviews or approval, plans, etc, as may be required by the subject conditions, shall be provided to the Planning Department for placement in the subject file.
19. **Code Compliance.** Area, height and use regulations of the zone classification of the subject property shall be complied with, except wherein these conditions explicitly allow otherwise.
20. **Covenant.** Prior to the issuance of any permits relative to this matter, an agreement concerning all the information contained in these conditions shall be recorded in the County Recorder's Office. The agreement shall run with the land and shall be binding on any subsequent property owners, heirs or assign. The agreement must be submitted to the Planning Department for approval before being recorded. After recordation, a copy bearing the Recorder's number and date shall be provided to the Planning Department for attachment to the file.

21. **Definition.** Any agencies, public officials or legislation referenced in these conditions shall mean those agencies, public offices, legislation or their successors, designees or amendment to any legislation.
22. **Enforcement.** Compliance with these conditions and the intent of these conditions shall be to the satisfaction of the Planning Department and any designated agency, or the agency's successor and in accordance with any stated laws or regulations, or any amendments thereto.
23. **Building Plans.** Page 1 of the grant and all the conditions of approval shall be printed on the building plans submitted to the City Planning Department and the Department of Building and Safety.
24. **Indemnification and Reimbursement of Litigation Costs.** Applicant shall do all of the following:
 - i. Defend, indemnify and hold harmless the City from any and all actions against the City relating to or arising out of, in whole or in part, the City's processing and approval of this entitlement, including but not limited to, an action to attack, challenge, set aside, void, or otherwise modify or annul the approval of the entitlement, the environmental review of the entitlement, or the approval of subsequent permit decisions, or to claim personal property damage, including from inverse condemnation or any other constitutional claim.
 - ii. Reimburse the City for any and all costs incurred in defense of an action related to or arising out of, in whole or in part, the City's processing and approval of the entitlement, including but not limited to payment of all court costs and attorney's fees, costs of any judgments or awards against the City (including an award of attorney's fees), damages, and/or settlement costs.
 - iii. Submit an initial deposit for the City's litigation costs to the City within 10 days' notice of the City tendering defense to the Applicant and requesting a deposit. The initial deposit shall be in an amount set by the City Attorney's Office, in its sole discretion, based on the nature and scope of action, but in no event shall the initial deposit be less than \$50,000. The City's failure to notice or collect the deposit does not relieve the Applicant from responsibility to reimburse the City pursuant to the requirement in paragraph (ii).
 - iv. Submit supplemental deposits upon notice by the City. Supplemental deposits may be required in an increased amount from the initial deposit if found necessary by the City to protect the City's interests. The City's failure to notice or collect the deposit does not relieve the Applicant from responsibility to reimburse the City pursuant to the requirement in paragraph (ii).
 - v. If the City determines it necessary to protect the City's interest, execute an indemnity and reimbursement agreement with the City under terms consistent with the requirements of this condition.

The City shall notify the applicant within a reasonable period of time of its receipt of any action and the City shall cooperate in the defense. If the City fails to notify the applicant of any claim, action, or proceeding in a reasonable time, or if the City fails to reasonably cooperate in the defense, the applicant shall not thereafter be responsible to defend, indemnify or hold harmless the City.

The City shall have the sole right to choose its counsel, including the City Attorney's office or outside counsel. At its sole discretion, the City may participate at its own expense in the defense of any action, but such participation shall not relieve the applicant of any obligation imposed by this condition. In the event the Applicant fails to comply with this condition, in whole or in part, the City may withdraw its defense of the action, void its approval of the entitlement, or take any other action. The City retains the right to make all decisions with respect to its representations in any legal proceeding, including its inherent right to abandon or settle litigation.

For purposes of this condition, the following definitions apply:

"City" shall be defined to include the City, its agents, officers, boards, commissions, committees, employees, and volunteers.

"Action" shall be defined to include suits, proceedings (including those held under alternative dispute resolution procedures), claims, or lawsuits. Actions includes actions, as defined herein, alleging failure to comply with any federal, state or local law.

Nothing in the definitions included in this paragraph are intended to limit the rights of the City or the obligations of the Applicant otherwise created.

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.