

FINDINGS

A. ENTITLEMENT FINDINGS

GENERAL PLAN / CHARTER FINDINGS

1. The General Plan Amendment Will Further the Purposes, Intent and Provisions of the General Plan (Charter Section 556).

The City-initiated General Plan Amendment, requested Vesting Zone and Height District Change, Specific Plan Amendment, and Sign District Amendment are in substantial conformance with the purposes, intent, and provisions of the General Plan, as explained below:

General Plan Land Use Designation:

The Project Site is located within the Central City Community Plan area, adopted by the City Council on January 8, 2003. The 68-acre irregularly shaped Project Site is generally bound by Chick Hearn Court to the north, Figueroa Street to the east, Venice Boulevard to the south, and the Caltrans right-of-way adjacent to the SR-110 Harbor Freeway to the west. The Project Site includes the existing Convention Center (including the South Hall, the West Hall, the Concourse Building, the Venice Garage, the Bond Street Surface Lot and the Cherry Street Garage) and the Crypto.com Arena located at the northeast portion of the site. The Community Plan designates the site for Public Facilities land uses and has a mix of PF-4D-O and C2-4D-O zones. The Convention Center has been constructed and operated for many years pursuant to a series of conditional use permits and variances with respect to parking. In addition, the Arena Building has been constructed and operated pursuant to a conditional use permit.

In October 2012, a previous effort to enable a Convention Center expansion project was approved by the City Council, in conjunction with a proposal for the development of a new NFL Stadium and event center on the site. Along with certification of the EIR in October 2012, the City Council approved General Plan Amendments, a Vesting Zone Change, the Convention and Event Center Specific Plan ("Existing Specific Plan"), a Sign Supplemental Use District, and a Development Agreement for the Convention and Event Center (CEC) Project (collectively, "Existing Entitlements"). The Existing Entitlements have been approved but not, by their own terms, effectuated. As such, the previous (Q)CEC-4D-O zone approved under the CEC project has since expired and the site was reverted back to its original PF and C2 Zones. Both the CEC Specific Plan and Sign District included provisions that the regulations of either plan would only become effective or applicable to the site after the execution of the NFL Stadium (Event Center) land ground. As the ground lease was never executed, although the Specific Plan and Sign District are existing ordinances, none of the regulations are applicable to the Project Site.

Notwithstanding that the Event Center ground lease was never executed, Community Plan Footnote No. 15 of the Community Plan still references the CEC Zone, as follows:

Footnote 15 currently states as follows: "The Convention and Event Center Specific Plan Zone (CEC) shall be a corresponding zone with respect to the Public Facilities land use designation and, notwithstanding the above footnotes, the FAR, height, and other development standards within the Convention and Event Center Specific Plan area zoned CEC shall be those set forth in the Convention and Event Center Specific Plan."

Due to the foregoing, the current request is a City-initiated General Plan Amendment to the Central City Community Plan to modify Footnote No. 15 to identify the Convention Center and Arena (CCA) Zone as a corresponding zone to the Public Facilities General Plan Land Use

designation. Concurrent with this City-initiated General Plan Amendment is a requested Vesting Zone and Height District Change and Sign District for the Project Site from PF-4D-O and C2-4D-O to CCA-O-SN in connection with the Convention Center and Arena Specific Plan (formerly the Convention and Event Center Specific Plan) and the Convention Center and Arena Sign District (formerly the Convention and Event Center Sign District). The amendment for the Convention Center and Arena Specific Plan is also requested to amend the existing, but not effectuated, Convention and Event Center Specific Plan to create land use regulations and planning tools for the proposed Project. The amendment to the Sign District is requested to create a unified signage theme and promote the unique convention, tourism, and entertainment character of the corridor. The General Plan Amendment represents a narrow technical request to amend this out-of-date Community Plan footnote to replace the never-effectuated CEC Zone with the currently proposed CCA Zone as a corresponding zone to the Public Facilities land use designation. Thus, with approval of the General Plan Amendment, in conjunction with the recommended Vesting Zone and Height District Change, Specific Plan Amendment, and Sign District Amendment, the existing PF land use designation and proposed CCA zone will be in substantial conformance with the purpose, intent, and provisions of the General Plan as it is reflected within the Central City Community Plan.

General Plan Text:

The Los Angeles General Plan sets forth goals, objectives and programs that guide both citywide and community specific land use policies. The General Plan is comprised of a range of State-mandated elements, including, but not limited to, Land Use, Transportation, Noise, Safety, Housing and Conservation. The City's Land Use Element is divided into 35 community plans that establish parameters for land use decisions within those sub-areas of the City. The Project is in compliance with the following Elements of the General Plan: Framework Element, the Land Use Element – Central City Community Plan, Mobility Element, and the Air Quality Element.

1. **Framework Element.** The General Plan Framework (Framework Element), adopted in December 1996, establishes the City's long-range comprehensive growth strategy, and provides guidance on Citywide land use and planning policies, objectives, and goals. The Framework defines Citywide policies for land use, housing, urban form and urban design, open space and conservation, transportation, infrastructure, and public spaces. The General Plan Amendment, Vesting Zone Change and Proposed Project are consistent with the goals, objectives, and policies of the General Plan Framework.

The Framework's Long-Range Diagram identifies the Project Site as located within the Downtown Center, defined therein as an international center for finance and trade, the largest government center in the region, and the location for major cultural and entertainment facilities, hotels, professional offices, corporate headquarters, financial institutions, high-rise residential towers, regional transportation, and Convention Center facilities. The Downtown Center is generally characterized by floor area ratios up to 13:1 and high-rise buildings.

The proposed Project involves the modernization and expansion of the Los Angeles Convention Center, featuring a 700,000 square-foot New Hall building which would connect the existing South and West Halls over Pico Boulevard. The New Hall building would include new exhibit hall space resulting in over 750,000 square feet of contiguous convention facilities; meeting rooms in support of convention functions; an iconic atrium and lobby; and a rooftop multi-purpose hall with sweeping views of Downtown Los Angeles. The Project is consistent with and supports the further development of the Downtown Center as an international center for finance and trade, and the location for major cultural and entertainment facilities and hotels, as described in the Framework Element.

Land Use

Within the Land Use chapter of the Framework Element, the following goals, objectives, and policies relevant to the Downtown Center are applicable to the General Plan Amendment, Vesting Zone and Height District Change, and Specific Plan Amendment:

Goal 3G: A Downtown Center as the primary economic, governmental, and social focal point of the region with an enhanced residential community.

Objective 3.11: Provide for the continuation and expansion of government, business, cultural, entertainment, visitor-serving, housing, industries, transportation, supporting uses, and similar functions at a scale and intensity that distinguishes and uniquely identifies the Downtown Center.

The Project Site is located within an area designated as Downtown Center in the Framework Element. The Downtown Center is defined therein as “the largest government center in the region” and an “international center for finance and trade” with a worldwide market. It is intended to be the high-density center of the City and hub of regional transportation. It is also “the location for major cultural and entertainment facilities, hotels, professional offices, corporate headquarters, financial institutions, high-rise residential towers, regional transportation, and Convention Center facilities.” Land uses encouraged within the Downtown Center include major visitor and convention facilities, corporate and professional offices, offices, telecommunications centers, hotels, and major cultural and entertainment facilities.

The proposed General Plan Amendment, Vesting Zone and Height District Change, Specific Plan Amendment, and Sign District Amendment would be consistent with the goals for the Downtown Center. Specifically, by enabling the amended Convention and Event Center Specific Plan (as amended, the Convention Center and Arena Specific Plan) and Convention and Event Center Sign District (as amended, the Convention Center and Arena Sign District) to govern the Proposed Project, the requested entitlements would facilitate an enhanced Convention Center by permitting the construction of the New Hall and additional improvements and a comprehensive signage program. The Specific Plan Amendment would enhance and improve upon the previously approved (though never effectuated) plans for the New Hall to make the Convention Center a much more competitive destination. Approximately one million square feet of existing and proposed exhibit hall space would be available within the expanded Convention Center. This would represent a 45% increase in Convention Center-related floor area compared to the existing condition, making the Convention Center more competitive regionally and nationally. The modernization of the Convention Center would serve to generate a functional and visual synergy with the L.A. LIVE campus and surrounding community, with adjacent regional sports, entertainment, and hotel uses. In addition, the Project would create an elevated multi-purpose space providing for the continuation and development of government, business, cultural, entertainment, and visitor-serving uses at a scale and intensity that distinguishes and uniquely identifies the Downtown Center. The proposed standards of the Sign District would provide flexibility in design for convention and arena signage, set illumination standards, and permit the installation of off-site advertising, supergraphic signage, and digital displays in support of activities within the district as well as for revenue-generation.

Policy 3.9.7: Provide for the development of public streetscape improvements, where appropriate.

Policy 3.9.8: Support the development of public and private recreation and small parks by incorporating pedestrian-oriented plazas, benches, other streetscape amenities and, where appropriate, landscaped play areas.

The General Plan Amendment, Vesting Zone and Height District Change, Specific Plan Amendment, and Sign District Amendment would enable the development of the Proposed Project, which would provide a vibrant ground level for gathering and passive recreation where people feel safe and comfortable. Existing public plazas would be redesigned and connected by pedestrian-friendly pathways, including transforming Gilbert Lindsay Plaza from a vehicular to predominantly pedestrian-serving space with wayfinding and activated signage. With the proposed entitlements, Gilbert Lindsay Plaza would be redesigned to function as a major public open space within the Project Site, and the portion of Pico Boulevard that would be covered by the New Hall and related improvements would be redeveloped as a pedestrian-friendly Pico Passage with a series of lighting enhancements and other visual and design elements to enhance the pedestrian and public experience, including art murals and public art installations. Natural light would be filtered down to the street level of Pico Passage through the proposed top-level atrium, or sky node, to improve the pedestrian experience and safety. The on-site plazas would be connected via pedestrian-friendly pathways and would be designed to serve the varied users of the Project Site and the on-site uses that adjoin these areas. The public spaces would be intended to encourage people to spend more time before and after events at the Project Site and adjoining off-site areas and to create pedestrian amenities that serve as attractive outdoor spaces for everyday use by local residents. The plazas and adjacent streetscape improvements would also contribute to a distinct identity and purpose.

Thus, the proposed General Plan Amendment, Vesting Zone and Height District Change, Specific Plan Amendment, and Sign District Amendment would be consistent with the Land Use chapter of the Framework Element.

Urban Form and Neighborhood Design

Within the Urban Form and Neighborhood Design chapter of the Framework Element, the following policies would be applicable to the General Plan Amendment, Vesting Zone and Height District Change, Specific Plan Amendment, and Sign District Amendment:

Objective 5.1. Translate the Framework Element's intent with respect to citywide urban form and neighborhood design to the community and neighborhood levels through locally prepared plans that build on each neighborhood's attributes, emphasize quality of development, and provide or advocate "proactive" implementation programs.

Objective 5.2. Encourage future development in centers and in nodes along corridors that are served by transit and are already functioning as centers for the surrounding neighborhoods, the community or the region.

Policy 5.2.1. Designate centers and district in locations where activity is already concentrated and/or where good transit service is, or will be provided.

Policy 5.2.2. Encourage the development of centers, districts, and selected corridor/boulevard nodes such that the land uses, scale and built form allowed and/or encouraged within these areas allow them to function as centers and support transit use, both in daytime and nighttime. Additionally, develop those areas so that they are compatible with surrounding neighborhoods, as defined generally by the following building characteristics:... The built form of regional centers will vary by location... Nevertheless, regional centers should contain pedestrian-oriented areas, and incorporate the pedestrian-oriented design elements...

By enabling the implementation of a specific plan and sign district designed to highlight the tourism and entertainment character of the Project area, the Specific Plan Amendment and Sign District Amendment would directly fulfill Objective 5.1 of the Framework Element to develop locally prepared plans that build on neighborhood attributes. Consistent with Policy 5.2.1, the Project

Site is located in one of the major economic centers of Downtown, which serves as the hub of the City's transit system. The proposed General Plan Amendment, Vesting Zone and Height District Change, and Specific Plan Amendment would collectively allow for the proposed expansion and modernization of the existing Los Angeles Convention Center at this central, transit-accessible location. The Community Plan specifically recognizes the Convention Center and Crypto.com Arena (formerly STAPLES Center) as adding significantly to the draw of downtown for visitors and encourages the development of convention uses in this area of Downtown. The expanded and modernized Convention Center would draw in additional business, retail, and development in the areas adjacent to the Project and would also create jobs for residents of the area. The expanded convention activities and signage would be compatible with and would serve to further complement and benefit the tourism, hotel, and entertainment industries in the immediate Project vicinity both in daytime and nighttime, consistent with the Urban Form and Neighborhood Design chapter of the Framework Element. In addition, the improvements to Gilbert Lindsay Plaza would reorient the Plaza from vehicular to pedestrian use, and the Pico Passage and other public plazas and pathways in the Project Site would incorporate pedestrian-oriented design elements, consistent with the policies regarding the built form of a regional center such as the Project Site. The Project is located in the Downtown Center as identified in the Framework Element and is proposed in an area where a high amount of commercial and entertainment activity and transit is currently concentrated, in accordance with these objectives and policies. Consistent with Policy 5.2.2, the expanded and modernized Convention Center would result in additional business, retail, and development in the areas adjacent to the Project by encouraging the use of public transit. As additional visitors walk to the Project Site, they would also utilize nearby City resources throughout Downtown, including L.A. LIVE, retail, hotel, and office uses along Figueroa Street on their way to and from the site, thus adding to pedestrian activity on Downtown streets and encouraging economic development along pedestrian corridors.

Thus, the proposed General Plan Amendment, Vesting Zone and Height District Change, Specific Plan Amendment, and Sign District would be consistent with the Urban Form and Neighborhood Design chapter of the Framework Element.

Open Space and Conservation

Within the Open Space and Conservation chapter of the Framework Element, the following policies are applicable to the Vesting Zone Change:

Policy 6.4.9: Encourage the incorporation of small-scaled public open spaces within transit-oriented development, both as plazas and small parks associated with transit stations, and as areas of public access in private joint development at transit station locations.

Policy 6.4.10: Provide for the joint use of open space with existing and future public facilities, where feasible.

The requested approvals would collectively support Policies 6.4.9 and 6.4.10 by facilitating the redesign and improvement of multiple open-space plazas within walking distance to Downtown rail transit stations (e.g., 7th Street Metro Center and the Metro Blue Line Pico Station at 12th and Pico Street) and numerous bus lines.

The Specific Plan Amendment would include public plazas on the Project Site, including a redesigned Gilbert Lindsay Plaza and the proposed Pico Passage, that would link the Project Site to surrounding areas through development of usable and accessible public space and pedestrian-friendly pathways. The joint use public spaces shared with the Convention Center and Crypto.com Arena facilities would encourage people to spend more time before and after events at the Project Site and adjoining off-site areas and to create pedestrian amenities that serve as attractive outdoor spaces for everyday use. These plazas would connect the Convention Center facility and

Crypto.com Arena and provide a place for gathering and passive recreation. The plazas and open spaces would also contribute to a distinct identity and purpose.

Thus, the proposed General Plan Amendment, Vesting Zone and Height District Change, and Specific Plan Amendment would be consistent with the Open Space and Conservation chapter of the Framework Element.

Economic Development

The following Economic Development policies are applicable to the General Plan Amendment, Vesting Zone and Height District Change, and Specific Plan Amendment:

Policy 7.2.2: Concentrate commercial development entitlements in areas best able to support them, including community and regional centers, transit stations, and mixed-use corridors. This concentration prevents commercial development from encroaching on existing residential neighborhoods.

Policy 7.2.3: Encourage new commercial development in proximity to rail and bus transit corridors and stations.

The General Plan Amendment, Vesting Zone and Height District Change, Specific Plan Amendment, and Sign District Amendment would promote infill development located within the Downtown Center in an area defined by its mixed-use and transit-oriented development. The Project would not encroach on existing residential neighborhoods, but rather would redevelop within the 68-acre Project Site, which is home to the existing Convention Center and Crypto.com Arena and is adjacent to L.A. LIVE and the LASED. There is an extensive amount of rail and bus transit service in the vicinity. Metro operates three rail lines in proximity to the Project Site. The Metro Red Line and Purple Line serve the subway rail station at 7th Street Metro Center (with entrances at 7th Street & Figueroa Street, 7th Street and Flower Street, and 7th Street and Hope Street). The station is located four blocks north of, and within easy walking distance of, the Project Site via Figueroa Street, Flower Street and Hope Street. The Metro B (Red) and D (Purple) Lines provide service from the North Hollywood, Universal City/Studio City, Hollywood, Koreatown, and Westlake areas to downtown Los Angeles and Union Station. The D Line provides service from Wilshire/Western in Koreatown to downtown Los Angeles and Union Station. The Metro A (Blue) line runs north-south between downtown Los Angeles and downtown Long Beach, connecting with the Metro C (Green) Line (which operates between Norwalk and Redondo Beach) at the Imperial/Wilmington station. The Metro A (Blue) Line Pico Station is located one block east of the Project Site on Flower Street between 12th Street & Pico Street. Given this access to public transit, the General Plan Amendment, Vesting Zone and Height District Change, Specific Plan Amendment, and Sign District Amendment would facilitate the development of a project that would be consistent with Policies 7.2.2 and 7.2.3, which encourage new development in areas best able to support it, including rail and bus transit corridors.

Policy 7.8.1: Place the highest priority on attracting new development projects to Los Angeles which have the potential to generate a net fiscal surplus for the City.

Policy 7.8.2: Implement proactive policies to attract development that enhances the City's fiscal balance, such as providing financial incentives and permitting assistance.

Implementation of the proposed Project via the entitlements, and tailored regulations set forth the Specific Plan Amendment and Sign District Amendment, would be consistent with Policies 7.8.1 and 7.8.2 in that they would proactively facilitate new development and signage at the Project Site that would increase the competitiveness of the Convention Center regionally, nationally, and internationally. The Project has the potential to generate a net fiscal surplus for the City and

enhance the City's fiscal balance, by modernizing the Los Angeles Convention Center and incorporating new signage to expand its operations and revenue-generation, making it more regionally and nationally competitive and attracting new visitors to the Project Site. Given the location of the Project Site, those visitors would also utilize nearby City resources such as the LASED and public transit and could indirectly increase consumer activity at nearby hotels, restaurants, and retail establishments.

By enabling the development of a modernized and expanded Convention Center with new signage, the Project would support the surrounding community and the LASED. The City Tourism Department (CTD) and the City Administrative Officer (CAO) have demonstrated the need to expand the number of hotel rooms near the Convention Center. The Los Angeles Tourism and Convention Board has found that inadequate hotel and convention space has contributed to lost citywide conventions that could have provided a positive economic impact of \$4.9 billion. In contrast, according to the analysis prepared by Conventions, Sports & Leisure, International (CSL), dated August 2015 (the "Economic Analysis"), the annual operations of the enlarged and modernized Convention Center are expected to result in a 55% increase in the Convention Center's economic impacts over the no build alternative including: 191,400 additional room nights, \$173.4 million incremental economic output, \$6.7 million increase per year in direct convention revenue, and 1,800 construction jobs and 1,900 full time jobs, thereby generating additional business, retail, and development in the areas adjacent to the Proposed Project and creating jobs for residents of the area. The expanded convention and other event activities would serve to further complement and benefit the tourism, hotel, and entertainment industries in the immediate Project vicinity, as well as throughout Downtown and the City as a whole. Given its location, visitors would be able walk to and from adjacent residential communities or the LASED and/or travel by transit to the Project Site, adding people to the streets and facilitating a 24-hour Downtown. As a whole, the proposed Project would result in substantial fiscal and financial benefits to the City and to surrounding businesses through increased tourism, visitors, and convention capacity.

Thus, the proposed General Plan Amendment, Vesting Zone and Height District Change, Specific Plan Amendment, and Sign District Amendment would be consistent with the Economic Development chapter of the Framework Element.

2. Central City Community Plan. The Central City Community Plan is the guide to future development within Downtown. It is intended to promote an arrangement of land uses, streets and services that will encourage and contribute to the health, safety, welfare and convenience of the people who live and work in the Community. The Community Plan is also intended to guide development in order to create a healthful and pleasant environment.

The General Plan Amendment, Vesting Zone and Height District Change, Specific Plan Amendment, and Sign District Amendment would be consistent with the following objectives and policies of the Community Plan:

Objective 2-1. To improve Central City's competitiveness as a location for offices, business, retail, and industry.

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 that will 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 theatres, and other specialty uses to reinforce existing pockets of activity.*

Development within the Project Site, including the Los Angeles Convention Center and Crypto.com Arena, and the adjoining Los Angeles Sports and Entertainment District (LASED), including L.A. LIVE, has been an important element in the redevelopment of Downtown with an identity defined in terms of a tourism, cultural, sports, and entertainment center complemented by an expanding residential community. The Los Angeles Convention Center, the City of Los Angeles, and the region would greatly benefit from the expansion and modernization of the Convention Center and incorporation of new signage.

The Community Plan recognizes the critical role that tourism and Convention Center activities play in the commercial activity of Los Angeles and the Central City area in particular. The Convention Center and Crypto.com Arena (formerly STAPLES Center) are specifically cited on Page III-4 of the Community Plan as adding significantly to the draw of Downtown for visitors. Moreover, the Community Plan recognizes the LASED and Convention Center area as a place with the potential to “evolve into an economically and physically prominent area based on the cumulative impact of existing assets such as the Convention Center and the Staples Arena” and further investments in the area such as the LASED area. The Los Angeles Convention Center and Cypto.com Arena and the adjoining the LASED, including L.A. LIVE, have been important elements in the redevelopment of Downtown in terms of providing a cultural, sports and entertainment center. Expansion and modernization of the Convention Center would further enhance these pivotal uses and would add significantly to the draw of visitors to Downtown.

The expanded and modernized Convention Center provided for by the Specific Plan Amendment and Sign District Amendment would contribute to the generation of additional business, retail, development, and jobs for local residents in the areas adjacent to the Project Site. The Project would represent a 45% increase in Convention Center-related floor area compared to the existing condition, making the Convention Center more competitive with other facilities regionally and nationally. The Specific Plan Amendment and Sign District Amendment would provide for an enhanced Convention Center, now capable of hosting an even wider range of conventions, exhibitions, and trade shows than it hosts both today and under its existing zoning. By bringing more visitors to the Project Site, the expanded convention activities would also serve to further complement and benefit the tourism, hotel, and entertainment industries in the immediate Project vicinity, as well as throughout Downtown and the City as a whole. The Project is also intended to create synergy between and among the modernized Convention Center, L.A. LIVE, and Crypto.com Arena, and the separately proposed JW Marriott Hotel and Conference Center Expansion, all collectively further enhancing the competitiveness of the Convention Center and fostering an urban environment that would continue to provide opportunities to live, work, and play in Downtown in a 24-hour environment. The Project would also help sustain and grow the existing retail base along the Figueroa Street Corridor and in adjoining businesses within a 20-minute walk from the Project Site by attracting new visitors to the area and making the Project Site vicinity a more inviting and accessible pedestrian environment.

Thus, the proposed General Plan Amendment, Vesting Zone and Height District Change, Specific Plan Amendment, and Sign District Amendment would be consistent with the foregoing objectives and policies of the Community Plan.

Objective 4-1. To encourage the expansion and additions of open spaces as opportunities arise.

Policy 4-2.1. To foster physical and visual links between a variety of open spaces and public spaces Downtown.

Objective 4-4. To encourage traditional and non-traditional sources of open space by recognizing and capitalizing on linkages with transit, parking, historic resources, cultural facilities, and social services programs.

Policy 4-4.1. Improve Downtown's pedestrian environment in recognition of its important role in the efficiency of Downtown's transportation and circulation systems and in the quality of life for its residents, workers, and visitors.

Consistent with the above policies and objectives, the Project would activate the adjacent streets, encourage public pedestrian access, promote walkability around the Project Site, and create strong pedestrian connections to the surrounding area, particularly nearby transit stops and stations. Gilbert Lindsay Plaza, fronting on Figueroa Street between Pico Boulevard and 12th Street, would be redesigned to function as a major public open space within the Project Site, and would be reoriented from bus and automatable transportation to pedestrian circulation. The additional public plaza and street improvements of the Project would also serve to accomplish this goal, as would pedestrian-scaled elements at all entrances to the new facilities. Proposed Project improvements such as improved lighting, wayfinding signage, event advertising and revenue-generating signage, and pedestrian circulation improvements would create and enhance connectivity of the expanded Convention Center facilities with existing uses within the Project Site, including Crypto.com Arena, as well as uses within L.A. LIVE, including Xbox Plaza. Finally, given its location, visitors would be able walk to and from adjacent residential communities, office buildings, the LASED and/or travel by transit to the Project Site. In addition, the proposed Pico Passage will provide natural light filtered from the atrium above and will include streetscape and design elements to facilitate pedestrian-friendly linkages between the Project Site, nearby attractions, and surrounding neighborhood.

Thus, the Project would promote pedestrian-oriented activity and create an inviting, accessible public realm consistent with the foregoing objectives and policies of the Community Plan.

Policy 5-1.1: Consult with the Police Department as part of the review of significant development projects and General Plan amendments affecting land use to determine the impact of law enforcement service demands.

Policy 5-2.1: Promote the safety and security of personal property through proper design and effective use of the built environment which can lead to a reduction in the incidence and fear of crime, reduction in calls for public service, and to an increase in the quality of life.

Policy 6-1.1: Coordinate with the Fire Department as part of the review of significant development projects and General Plan Amendments affecting land use to determine the impact on service demands.

With respect to Police and Fire Services, the Proposed Project would be consistent with the above policies to consult with LAPD and LAFD as part of the project permitting process, determine impacts on service needs, and maximize safety through appropriate design of the built environment. The Proposed Project would also implement design features intended to improve

pedestrian safety and the security of the Project Site, including the redevelopment of the portion of Pico Boulevard that would be covered by the New Hall and related improvements as a pedestrian-friendly Pico Passage and the construction of a pedestrian bridge across Chick Hearn Court. The pedestrian bridge would provide a seamless access experience for patrons attending conventions and events and staying at the JW Marriott or Ritz-Carlton Hotels or also attending events at the JW Marriott conference center facilities. It is not expected that the bridge would be used by those traveling back and forth between L.A. LIVE and the Convention Center and would not be promoted for this purpose. In addition, as set forth in the Certified EIR and Addenda, the Project would implement Project Design Features that include a Comprehensive Security Plan to be developed in coordination with LAPD and LAFD as the Project moves into its final design phases. With implementation of these and other measures set forth in these findings, the Proposed Project would not significantly increase demands on police and fire services.

Thus, the proposed General Plan Amendment, Vesting Zone and Height District Change, Specific Plan Amendment, and Sign District Amendment would be consistent with the policies and objectives of the Central City Community Plan.

3. Mobility Plan 2035. The General Plan Amendment, Vesting Zone and Height District Change, Specific Plan Amendment, and Sign District Amendment would be consistent with the following objectives and policies of the City's General Plan Transportation Element (Mobility Plan 2035):

Policy 1.1. Design, plan, and operate streets to prioritize the safety of the most vulnerable roadway user.

Policy 2.1. Design, plan, and operate streets to serve multiple purposes and provide flexibility in design to adapt to future demands.

Policy 2.3. Recognize walking as a component of every trip, and ensure high-quality pedestrian access in all site planning and public right-of-way modifications to provide a safe and comfortable walking environment.

The Project would incorporate a variety of streetscape and circulation improvements that are intended to prioritize pedestrian access and safety and better serve the multiple purposes of the streets in the vicinity of the Project Site.

The Project would include streetscape improvements within the Project Site and street edges of Chick Hearn Court and Figueroa Street that form the perimeter of the Project Site as well as on certain off-site sections of Olympic Boulevard, 11th Street, 12th Street, and Pico Boulevard to the west of the Project Site that were not previously improved per the adopted LASED Streetscape Plan. Anticipated physical improvements to pedestrian access would include landscaping and streetscape improvements (e.g., new sidewalks and street trees) along these portions of the perimeter of the Project Site, as well as pedestrian-scale lighting, and a mid-block street crossing associated with Pico Passage. In addition to the expansion lobby adjacent to Pico Passage, there would be a new lobby at the north end of the complex to allow access from the large stock of hotel rooms that is separately proposed in the JW Marriott Hotel and Conference Center Expansion, to the north of the Project Site across Chick Hearn Court. The new North Lobby would also include an enclosed pedestrian bridge connection over Chick Hearn Court. These physical improvements would include urban design enhancements to facilitate the flow of large crowds of pedestrians to and from the Convention Center, as well as the redeveloped Pico Passage and the new pedestrian bridge over Chick Hearn Court. These improvements would prioritize the walkability of the Convention Center, Project Site, and surrounding vicinity, enhancing pedestrian access and safety, and contributing to a distinct identity and purpose.

By reorienting the public plazas towards pedestrian uses, developing Pico Passage, relocating and improving the Convention Center loading areas, and generally rationalizing access to and circulation in and around the Project Site, the Project would help create streets that serve multiple purposes (i.e., as a gathering place for pedestrians and a unifying design element contributing to a distinct identity and purpose, rather than only a means of vehicular travel) and are better suited to adapt to future demands, as transportation patterns potentially shift away from private vehicular travel.

Policy 3.1. Recognize all modes of travel, including pedestrian, bicycle, transit, and vehicular modes - including goods movement – as integral components of the City’s transportation system.

Policy 3.3. Promote equitable land use decisions that result in fewer vehicle trips by providing greater proximity and access to jobs, destinations, and other neighborhood services.

Policy 5.1. Encourage the development of a sustainable transportation system that promotes environmental and public health.

As described above, the request approvals would enable development of the Project on the Project Site, which is located in a major transit economic activity area of Downtown. The location of the Convention Center facilities in the Downtown center, which is the hub of the rail and bus transit system for the metropolitan Los Angeles area, encourages the use of the public transportation system for conventions and reduce vehicle trips to and from the Project Site. The Proposed Project would include a network of walkable and safe pathways and streetscapes throughout the Project Site that would facilitate connections with nearby transit to encourage the use of alternative modes of transportation. The Project’s streetscape improvements would serve to promote attractive, functional, safe, and enjoyable streets and bike paths, including the nearby MyFigueroa Project, as well as pedestrian-friendly sidewalks that connect to and complement the Downtown area. Further, the nature of events at the Project Site, including exhibitions, trade shows, sporting events and entertainment activities, attract visitors from across the region as well as from the immediate Downtown area, where the proximity of the Project Site to a comprehensive transit system would encourage and facilitate transit use.

Consistent with LAMC requirements and as set forth in the Certified EIR and Addenda, the Proposed Project would include Transportation Demand Management programs, parking and transit programs for Proposed Project employees, and other programs to reduce traffic trips and to encourage off-site parking, ridesharing, and other vehicular-infrastructure efficiencies.

The Project would, therefore, recognize pedestrians, biking, and transit, in addition to vehicular travel, as integral components of the City’s transportation system, and encourage sustainable modes of transportation to and from the Project Site.

Policy 2.6. Provide safe, convenient, and comfortable local and regional bicycling facilities for people of all types and abilities.

The Project’s street improvements would connect the Project Site and off-site areas with existing bike paths, including the nearby MyFigueroa project, as well as provide pedestrian-friendly sidewalks that connect to and complement the Downtown area and improve pedestrian access to the Pico-Union neighborhood west of the Harbor Freeway. The Project driveways (to the new parking garage on Bond Street or the slightly shifted existing driveway into the West Hall parking garage as part of Pico Passage) would not cross or conflict with any existing or proposed bicycle facilities such as bike lanes, thereby avoiding any conflict with such facilities. With these Project Design Features, the Project would be consistent with these policies in that it would allow bicycle access to the Project Site.

Policy 4.13. *Balance on-street and off-street parking supply with other transportation and land use objectives.*

As noted above, the Project would prioritize pedestrian, bicycle, and transit access to the Project Site. In addition to these transportation objectives, the Project would construct one new parking garage (replacing an existing surface parking lot) to support the new on-site development, and the existing parking garages would continue to be utilized, with certain spaces removed to accommodate the expansion and renovation of the Convention Center. This will provide sufficient parking capacity for the Convention Center and a more efficient utilization of available parking resources and will avoid an inefficient oversupply of parking.

In recent years, there have been several changes in the transportation landscape around the Convention Center, including (1) a considerable increase in transit capacity in the vicinity of the Project Site in recent years, (2) a significant increase in the number of hotels in downtown that are within convenient walking distance to the Convention Center, (3) the growth of ridesharing as a popular transportation mode, and (4) the continued availability of a substantial supply of off-site parking convenient to the Convention Center. In addition, the Project would support the multi-modal nature of this surrounding area by including pedestrian improvements, such as the improvements to Pico Passage and streetscape improvements where not already implemented under the LASED Streetscape Plan. The Project will also include TDM measures to reduce single-occupancy vehicle trips and thus a corresponding reduction in parking demand. Therefore, consistent with this policy, the Project's parking supply would be balanced with other transportation and land use objectives, in particular, the modernization of the Convention Center and the ongoing evolution of the Project Site's transportation environment.

Policy 2.10. *Facilitate the provision of adequate on and off-street loading areas.*

Development of the Project would facilitate the improvement of the loading areas of the Convention Center. Gilbert Lindsay Plaza, which is currently oriented towards bus and automobile transportation, would be redesigned to prioritize pedestrian use. The plaza's existing bus drop-off/pick-up areas would be relocated to Pico Boulevard, while vehicle drop-off and pick-up activity would occur in the off-street area on the west side of Figueroa Street south of Pico Boulevard. The Pico Passage would provide large and safe drop off and passenger loading areas on both sides of Pico Boulevard for buses/motor coaches and at times for drop-off/pick-up for rideshare services, taxis, and limousines.

Thus, the proposed General Plan Amendment, Vesting Zone and Height District Change, Specific Plan Amendment, and Sign District Amendment would be consistent with the policies and objectives of Mobility Plan 2035.

4. Air Quality Element. The General Plan Air Quality Element includes the following relevant objectives and policies:

Objective 4.2. *Reduce vehicle trips and vehicle miles traveled associated with land use patterns.*

Policy 4.2.3. *Ensure that new development is compatible with pedestrians, bicycles, transit, and alternative fuel vehicles.*

Policy 4.2.5. *Emphasize trip reduction, alternative transit, and congestion management measures for discretionary projects.*

The entitlements would facilitate a Project with an overall transportation strategy that minimizes solo automobile trips by promoting and encouraging transit usage, walking, and bicycling. Consistent with LAMC and Specific Plan requirements, the Project would include Transportation

Demand Management programs, parking and transit programs for Proposed Project employees, and other programs to reduce traffic trips and to encourage shared parking, ridesharing, and other vehicular-infrastructure efficiencies. A comprehensive Transportation Management Plan would be developed and implemented for the Project in coordination with LADOT, as set forth in the Addendum to the Certified EIR. The 700,000 square-foot Convention Center Expansion is located in a transit-rich area that is also close to many existing regional entertainment, sport, and commercial uses accessible by foot and by bicycle. The Project therefore reinforces a land use pattern that emphasizes trip reduction and non-motorized transportation. Thus, the Project would be consistent with the objective and policies of the Air Quality Element.

Objective 5.1. Increase energy efficiency of City facilities and private developments.

Consistent with Objective 5.1, the proposed New Hall and other Convention Center improvements would be designed to meet the requirements for LEED Gold certification and meeting or exceeding the requirements of CALGreen (the State of California's green building standards code). The Project would also implement water saving features consistent with Project Design Feature PDF-K.1.1 as identified in the Certified EIR and subsequent addenda.

Thus, the proposed entitlements would be consistent with the policies and objectives of the Air Quality Element.

2. The General Plan Amendment, Vesting Zone and Height District Change, Specific Plan Amendment, and Sign District Amendment Would Serve the Public Necessity, Convenience and General Welfare (Charter Section 558).

The entitlements would serve the public necessity, convenience, and general welfare of the City of Los Angeles by permitting use of the amended Convention Center and Arena Specific Plan and Sign District as a tool to more comprehensively regulate and allow development of the Project Site. As demonstrated above, the entitlements would enable development that would address the needs of visitors who come to Downtown for business, conventions, trade shows, and tourism; improved open spaces; maximize benefits to Downtown business and industry by supporting the development and linkage of public infrastructure investments; and encourage new commercial development in proximity to rail and bus transit corridors and stations, reducing vehicle trips and vehicle miles traveled in the City. The modifications to the New Hall proposed as part of the Specific Plan Amendment would further enhance and improve upon the previously approved plans under the prior Convention and Event Center Specific Plan, thereby making the Convention Center more regionally and nationally competitive.

Implementation of the Project via the above-referenced requested approvals would thereby enhance the City's prominence as the destination of choice for citywide conventions, exhibitions, and trade shows and its economic base, including tax revenues, through an increase in such conventions. The Community Plan and General Plan Framework specifically designate the Project Site for this kind of growth. The Proposed Project would allow the 700,000 square-foot expansion and modernization of the Convention Center through construction of the New Hall and related improvements. The modernized and expanded Convention Center would be located at the hub of the City's transit system, and would complement and benefit the tourism, hotel, and entertainment industries in the immediate Project vicinity, as well as throughout Downtown and the City as a whole. The national convention business is highly competitive, especially in California where San Francisco, Anaheim, and San Diego provide facilities that directly compete with Los Angeles for business. In addition, the City Tourism Department (CTD) and the City Administrative Officer (CAO) have repeatedly demonstrated the need to expand the number of hotel rooms near the Convention Center. The Los Angeles Tourism and Convention Board has found that inadequate hotel and convention space has contributed to lost citywide conventions that could have provided a positive economic impact of \$4.9 billion. Research for the Tourism

Master Plan (CTD, 2020) has estimated that Los Angeles has lost 2.6-million room nights between 2014 and 2017 as a result of the LACC being too small or not properly equipped to accommodate the largest meetings, conventions, and exhibitions with a sufficient number of adjacent hotel rooms. The impact of these losses - including the visitor spending associated with hotels, restaurants, transportation, entertainment, and retail - only multiply the economic impact lost by the greater Los Angeles regional area. In contrast, according to the Economic Analysis, the annual operations of the enlarged and revitalized Convention Center are expected to result in a 55% increase in the Convention Center's economic impacts over the no build alternative including: 191,400 additional room nights, \$173.4 million incremental economic output, \$6.7 million increase per year in direct convention revenue, and 1,800 construction jobs and 1,900 full time jobs. Moreover, the expanded facilities, upgraded design, and improved plazas and circulation would foster a more inviting and accessible public realm, contribute to a distinct identity, and purpose, and create an elevated multi-purpose space on a civic scale. This major public facility would serve to meet the needs of local, regional, national, and international activities by enhancing the social, cultural, and economic vitality of the City. The numerous project design features and mitigation measures imposed assure that the Project accounts for the special needs of the surrounding community while allowing flexibility for adapting to future changes that could occur.

2. The Proposed General Plan Amendment, Vesting Zone and Height District Change, Specific Plan Amendment, and Sign District Amendment Would Conform to Good Zoning Practice.

Crypto.com Arena and the Convention Center are part of a 68-acre site owned by the City which currently has different zoning designations (PF-4D-O and C2-4D-O). The split zoning prevents the unified development of the Project Site. Moreover, the PF zoning of the Convention Center site does not permit the expansion and modernization of the Convention Center facilities and related improvements proposed under the Project. In addition, the existing Central City Community Plan notes that the expired CEC zone for the site is an allowed corresponding zone to the existing Public Facilities land use designation for the site. The General Plan Amendment, Vesting Zone and Height District Change, Specific Plan Amendment, and Sign District Amendment to allow for the Convention Center and Arena (CCA) zone and Specific Plan, as a corresponding zone to the Public Facilities land use designation, would allow for consistency in the zoning of these large regional- and national-serving facilities. It would simplify land use planning for the Project Site by allowing the unified development and operation of the Convention Center and the adjoining Crypto.com Arena, including improvements to the existing Convention Center under the proposed Convention Center and Arena Specific Plan. These improvements would allow the Convention Center to be more integrated and responsive to the convention market.

Convention Center uses are specialty uses that are not ordinarily regulated directly by a zoning code. While such uses could be allowed through multiple conditional use permits, the amended Convention Center and Arena Specific Plan, and enabling General Plan Amendment, Zone Change, and Height District Change, would provide a better planning tool for the large Project Site because it would guide development of the Project Site as a whole and assure orderly development and appropriate capacity of public facilities for the intensity and design of development within the Project Site. For similar reasons, the area directly adjacent to the Proposed Project site, L.A. LIVE, also operates pursuant to a specific plan (the LASER Specific Plan). The Specific Plan Amendment modifies the existing Specific Plan to reflect that the previously proposed Event Center will not be constructed and to incorporate modifications to the New Hall from what was previously approved. The Specific Plan Amendment would continue to allow for consistency in the zoning of the Project Site and for unified development and operation of the Convention Center and the adjoining Crypto.com Arena, including improvements to the existing Convention Center. These improvements would allow integration of the various visitor-

-serving uses on the Project Site. The associated entitlements would enable the implementation of the Specific Plan.

In summary, the proposed General Plan Amendment, Vesting Zone and Height District Change, together with the Specific Plan Amendment, would implement the Convention Center and Arena Specific Plan, which would reflect orderly, logical, and functionally integrated development for the total Project, consistent and compatible with adjacent land uses. The proposed entitlements would facilitate development of a well-planned unified Project Site and would conform to good zoning practice.

3. Charter Compliance - City Charter Section 555 (General Plan Amendment).

The proposed General Plan Amendment complies with the procedures as specified in Section 555 of the Charter, including:

- a) **Amendment in Whole or in Part.** The General Plan Amendment before the City Planning Commission represents an Amendment to the Central City Community Plan to modify Footnote No. 15 to identify the Convention Center and Arena (CCA) Zone as a corresponding zone to the Public Facilities General Plan Land Use designations. The Amendment would apply to the 68-acre Los Angeles Convention Center site, which spans several City blocks and has a specific and significant social, physical, and economic identity associated with the regional, national, and international-serving facilities that comprise the Los Angeles Convention Center.

The Project Site is located within an area designated as Downtown Center in the Framework Element. The Downtown Center is defined therein as “the largest government center in the region” and an “international center for finance and trade” with a worldwide market. It is intended to be the high-density center of the City and hub of regional transportation. It is also “the location for major cultural and entertainment facilities, hotels, professional offices, corporate headquarters, financial institutions, high-rise residential towers, regional transportation, and Convention Center facilities.” Land uses encouraged within the Downtown Center include major visitor and convention facilities, corporate and professional offices, offices, telecommunications centers, hotels, and major cultural and entertainment facilities.

The proposed General Plan Amendment would enable the Convention Center and Arena Specific Plan to govern land use standards on the Project Site and facilitate an enhanced Convention Center by permitting the construction of the New Hall and additional improvements. The Specific Plan Amendment would enhance and improve upon the previously approved (though never effectuated) plans for the New Hall to make the Convention Center a much more competitive destination. Approximately one million square feet of existing and proposed exhibit hall space would be available within the expanded Convention Center. This would represent a 45% increase in Convention Center-related floor area compared to the existing condition, making the Convention Center more competitive regionally and nationally. The modernization of the Convention Center would serve to generate a functional and visual synergy with the L.A. LIVE campus and surrounding community, with adjacent regional sports, entertainment, and hotel uses. In addition, the Project would create an elevated multi-purpose space providing for the continuation and development of government, business, cultural, entertainment, and visitor-serving uses at a scale and intensity that distinguishes and uniquely identifies the Downtown Center.

Thus, the City concludes that approval of the Plan Amendment to modify Footnote No. 15 to identify the Convention Center and Arena (CCA) Zone as a corresponding zone to the Public Facilities General Plan Land Use designation is necessary and is consistent with goals of the Framework Element and the Central City Community Plan to modernize and expand the

Convention Center to increase its national competitiveness, and foster tourism, and support the regional-serving entertainment, sports and commercial uses in the Downtown Center.

- b) **Initiation of Amendments.** In compliance with this sub-section, on September 11, 2019, the City Council initiated an amendment to the Central City Community Plan (General Plan Land Use Element) and the Transportation Element of the General Plan (Mobility Plan 2035), pursuant to a Motion (Price - Wesson) in Council File 19-0776.
- c) **Commission and Mayoral Recommendations.** The noticing and hearing requirements of the General Plan Amendment were satisfied, pursuant to LAMC Sections 12.36 and 12.32.B-D. The hearing was scheduled, duly noticed, and held virtually in conformity with the Governor's Executive Order N-29-20 and as a result of COVID-19 on January 19, 2022. After the Commission recommends approval of an amendment initiated by the Commission or takes action concerning an amendment initiated by the Director or the Council, the Commission shall forward its recommendation to the Mayor. The Mayor shall have 30 days to forward his or her recommendation to the Council regarding the proposed amendment to the General Plan.

This action is further subject to the following sections of Charter Section 555:

- d) **Council Action.** The Council shall conduct a public hearing before taking action on a proposed amendment to the General Plan. If the Council proposes any modification to the amendment approved by the City Planning Commission, that proposed modification shall be referred to the City Planning Commission and the Mayor for their recommendations. The City Planning Commission and the Mayor shall review any modification made by the Council and shall make their recommendation on the modification to the Council. If no modifications are proposed by the Council, or after receipt of the Mayor's and City Planning Commission's recommendations on any proposed modification, or the expiration of their time to act, the Council shall adopt or reject the proposed amendment by resolution within the time specified by ordinance.
- e) **Votes Necessary for Adoption.** If both the City Planning Commission and the Mayor recommend approval of a proposed amendment, the Council may adopt the amendment by a majority vote. If either the City Planning Commission or the Mayor recommends the disapproval of a proposed amendment, the Council may adopt the amendment only by a two-thirds vote. If both the City Planning Commission and the Mayor recommend the disapproval of a proposed amendment, the Council may adopt the amendment only by a three-fourths vote. If the Council proposes a modification of an amendment, the recommendations of the Commission and the Mayor on the modification shall affect only that modification.

SIGN DISTRICT FINDINGS

1. **The proposed Sign District is in conformance with the public necessity, convenience, general welfare and good zoning practice.**

The City-initiated amended Sign District is designed to help revitalize the Los Angeles Convention Center and attract convention business to Los Angeles resulting in additional business, retail, and development in the surrounding area. To meet the City's goal of maintaining Downtown as the primary economic, governmental, and social focal point of the region, development must reflect a high design standard. Permitting more context-oriented and innovative signage through the proposed Sign District will allow for a development that will incorporate a wide variety of signage

types to create a diversity and intensity of signage types at key locations within the Project site. The Sign District Ordinance proposes specially tailored dynamic signage regulations that will advance the goals for development of the area by creating an engaging visual environment for visitors and patrons of the district.

The unique characteristics of the district will be enhanced by the imposition of special sign regulations designed to enhance the theme or unique qualities of the district. The project proposes a comprehensive sign program for the 68-acre area Project site which is located immediately adjacent to the Los Angeles Sports and Entertainment District and L.A. LIVE—an entertainment, hotel, and residential complex located immediately north of the Project. Consistent with its use as a major sports, tourism, and entertainment complex, the Project Site currently contains illuminated façades and a mixture of illuminated changeable LED signage and static illuminated signage. Low-level light sources are also present on the Project site including streetlights and parking, accent, wayfinding, and security lighting. The highest illuminance areas occur near the entrances of the Convention Center and Crypto.com Arena to direct visitors to lit gathering areas and serve as a means of wayfinding. Crypto.com Arena also includes distinct façade lighting to illuminate the architecture. Similarly, the adjacent L.A. LIVE complex and development along Figueroa Street features large-scale illuminated and animated signage, moderate to bright lighting on buildings, and a high-rise tower, all of which adds to an active, urban, pedestrian environment in the Project area. The proposed signage is consistent with these existing and surrounding uses.

The Sign District will build on the Project area's current identity of a sports-, tourism-, and entertainment-oriented urban destination. The Sign District will also help visually integrate the Project site with existing signage at Crypto.com Arena and the Los Angeles Sports and Entertainment District to create a cohesive destination within Downtown Los Angeles. The Sign District will reinforce the pedestrian-oriented character of the streets surrounding the Project by allowing and encouraging a variety of signage, including pedestrian-oriented street-level and wayfinding signs, throughout the district. By increasing flexibility for signage to attract visitors to events and to highlight sponsorships, the Sign District will help to create a lively environment complementing the existing uses in the area. As such, the Sign District will conform to the public necessity, convenience, and general welfare.

The signage regulations reflect good zoning practice in that they establish signage design criteria, standards, locations, illumination levels, and types of permitted and prohibited signs within the district. Appropriate and balanced sign regulations are necessary to maintain compatibility with surrounding development while fostering a vibrant urban environment and the surrounding sign districts such as the LASED and Figueroa and Pico Sign Districts. The Sign District would also advance the purposes of the Citywide sign ordinance in that its regulations are designed to protect neighborhood aesthetics and traffic safety, as such the Sign District is divided into four (4) Sign Zones: Arena Zone, Chick Hearn Court Zone, Figueroa Corridor Zone, and the Freeway Zone. The purpose of the zones is to address the relationship between sign intensity and the uses surrounding each zone. The Sign District would establish regulations that allow signs which are appropriate for the context of the regional tourism and entertainment center.

Incorporating signage into the design of the Project in a manner that is compatible with the surrounding uses and sign districts of the neighboring area reinforces the Project's sense of place as a major urban tourism and entertainment destination venue. The sign regulations proposed as part of the Sign District will ensure that signage is consistent with the identity established by Crypto.com Arena, Los Angeles Sports and Entertainment District, and L.A. LIVE while maintaining compatibility and sensitivity to surrounding uses. The regulations will encourage creative, well-designed signs that contribute in a positive way to Downtown's visual environment and the Central City Community Plan area. The sign regulations 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 compatible and to scale with the architecture in which

they are integrated and relative to the other signage on-site. As a part of the Project, unique and vibrant signage is consistent with the City goals of attracting visitors and maintaining an air of excitement and arrival at the tourism and entertainment uses. For similar reasons, the City has recently approved similar sign districts near the Project including the Figueroa and Pico and the Olympia Districts.

The design and specification constraints for illuminated signage will be implemented as part of the Project to minimize light emissions from illuminated signs include the following: freeway exposure; minimum sign separation; illumination standards; illumination plans, testing protocols; refresh rates; visual maintenance; hazard review; alterations, repairs, or rehabilitation; material; and new technologies. By limiting maximum sign area, requiring minimum distance between signs, setting maximum levels of sign illuminance, addressing glare visible to drivers, requiring controlled refresh rates for digital signs and limiting sign brightness after sunset and before sunrise, the regulations will also minimize potential traffic hazards and protect public safety by ensuring residential and vehicular viewers are shielded and that driver distraction is minimized such that there are no significant impacts to safety.

The development of the Crypto.com Arena and Los Angeles Sports and Entertainment District have served as a catalyst for the renewed interest and investment in the Central City as a key business, entertainment, and cultural destination. Urban infill and redevelopment in this area of Downtown such as the Proposed Project is necessary to ensure the continued vitality of the Crypto.com Arena/STAPLES Center, L.A. LIVE, and related projects, and to support the transformation of the Central City into a world class business, entertainment, and cultural hub. Thus, although no aesthetic or traffic safety harm is anticipated from the proposed Sign District. As such the Sign District will conform to good zoning practice.

In addition, the proposed Sign District meets the technical requirements for establishment of the district, as defined in LAMC Section 13.11. The district only includes properties in the proposed Convention Center and Arena "CCA" zone, the site contains at least one block or three acres in area, and the district includes only contiguous parcels. On September 13, 2019, the City Council voted to instruct the Department of City Planning to initiate all necessary updates and amendments to the Convention and Event Center Sign District (Ordinance No. 182,281) for the Los Angeles Convention Center and surrounding area (Council File No. 19-0776), and the amendment to the Sign District was subsequently initiated by the Director of Planning.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) FINDINGS

Background

Pursuant to the California Environmental Quality Act, Public Resources Code Sections 21000 et seq. (CEQA) and the State CEQA Guidelines, Title 14, California Code of Regulations, Sections 15000 et seq. (CEQA Guidelines), in October 2012, the City of Los Angeles (City), acting as lead agency, certified an Environmental Impact Report (EIR) for the Convention and Event Center Project (ENV-2011-585-EIR, State Clearinghouse No. 2011031049) (Certified EIR). The Certified EIR analyzed a project (Approved Project) that included (a) construction of a multi-purpose entertainment and sports venue (Event Center); (b) construction of replacement exhibit and meeting hall space to modernize and expand the Convention Center (New Hall); (c) development of other site improvements, including renovation of the existing Gilbert Lindsay Plaza, development of the "Pico Passage", construction of two new parking garages at Bond Street and at L.A. Live Way, and construction of two elevated pedestrian bridges; and (d) other improvements. The City found that the Certified EIR was completed in compliance with CEQA and State and City CEQA Guidelines, and adopted findings and a Mitigation Monitoring and Reporting Program.

Subsequently, the City prepared an Addendum to the Certified EIR, dated December 2021, to analyze the potential impacts of proposed modifications to the Approved Project (the Modified Project). The Modified Project consists of the following major components:

- Construction of the New Hall built in part over Pico Boulevard and directly connecting the Convention Center's existing South and West Halls. The New Hall would include a new lobby off Pico Boulevard, new high-quality convention center exhibit hall space, multi-purpose space, meeting room space, exterior event space, and support space.
- Construction of a new West Hall Lobby and potentially a pedestrian bridge across Chick Hearn Court to connect the Convention Center to the proposed JW Marriott Hotel Expansion (not a part of the Modified Project).
- Renovation of Gilbert Lindsay Plaza to provide improved multi-use open spaces and enhanced pedestrian connections.
- Development of a new parking garage at Bond Street to replace the existing Bond Street Surface Lot (the Bond Street Garage) along with a driveway bridge over Pico Boulevard connecting the Bond Street Garage to the existing Cherry Street Garage.
- Implementation of additional enhancements, including "Pico Passage," relocation of bus arrival facilities, realignment of back-of-house service areas, and implementation of a comprehensive signage program.

Under the Modified Project, the Event Center will not be constructed. In order to implement the Modified Project, a series of street vacations by the City are required, including subsurface, surface and airspace vacations at specified locations along Pico Boulevard, L.A. LIVE Way, Chick Hearn Court, and Bond Street.

In addition to the City's analysis of whether the Modified Project triggered any of the circumstances set forth in Public Resources Code, Section 21166 or CEQA Guidelines, Section 15162 requiring a subsequent or supplemental EIR, the City also prepared a joint analysis (the Joint Analysis) to analyze the combined impacts that could result from development of the Modified Project and a separate yet related project, expansion of the JW Marriott Hotel at LA LIVE (JW Marriott Hotel and Conference Center Expansion Project), which is across the street from the Modified Project. The Joint Analysis demonstrates that the environmental impacts of concurrent development of the Modified Project and the JW Marriott Hotel and Conference Center Expansion Project (as analyzed in the Eighth Addendum to ENV-2000-3577-EIR, State Clearinghouse No. 2000091046) have already been accounted for in the EIRs certified for the Approved Project and the Los Angeles Sports and Entertainment District Specific Plan.

CEQA Authority for an Addendum

CEQA establishes the type of environmental documentation required when changes to a project occur after an EIR is certified. Specifically, Section 15164(a) of the CEQA Guidelines states that: *"The lead agency or responsible agency shall prepare an addendum to a previously certified EIR if some changes or additions are necessary but none of the conditions described in Section 15162 calling for preparation of a subsequent EIR have occurred."*

Sections 15162 and 15163 of the CEQA Guidelines respectively require preparation of a Subsequent or Supplemental EIR when an EIR has been certified and one or more of the following circumstances exist:

1. Substantial changes are proposed in the project which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects;
2. Substantial changes occur with respect to the circumstances under which the project is undertaken, which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects; or
3. New information of substantial importance, which was not known and could not have been known with the exercise of reasonable diligence at the time the previous EIR was certified as complete or the negative declaration was adopted, shows any of the following:
 - a. The project will have one or more significant effects not discussed in the previous EIR or negative declaration;
 - b. Significant effects previously examined will be substantially more severe than shown in the previous EIR;
 - c. Mitigation measures or alternatives previously found not to be feasible would in fact be feasible, and would substantially reduce one or more significant effects of the project, but the project proponents decline to adopt the mitigation measure or alternative; or
 - d. Mitigation measures or alternatives which are considerably different from those analyzed in the previous EIR would substantially reduce one or more significant effects on the environment, but the project proponents decline to adopt the mitigation measure or alternative.

Likewise, California Public Resources Code Section 21166 states that no subsequent or supplemental environmental impact report shall be required by the lead agency or by any responsible agency, unless one or more of the following events occur:

1. Substantial changes are proposed in the project which will require major revisions of the environmental impact report;
2. Substantial changes occur with respect to the circumstances under which the project is being undertaken which will require major revisions in the environmental impact report; or
3. New information, which was not known and could not have been known at the time the environmental impact report was certified as complete, becomes available.

As demonstrated in the Addendum and Joint Analysis, the Modified Project's impacts would be within the envelope of impacts as already evaluated in the Certified EIR. All the Modified Project's environmental impacts would be the same or less than those identified for the Approved Project in the Certified EIR. The Modified Project would not result in any new significant impacts, nor would it substantially increase the severity of any previously anticipated significant impacts set forth in the Certified EIR. No substantial changes would occur with respect to the circumstances under which the Modified Project is undertaken that will require major revisions of the Certified

EIR due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects.

Additionally, the Addendum and Joint Analysis supplement the information necessary for evaluation of the Modified Project and do not present new information of substantial importance which would create one or more significant effects not previously disclosed or increase the severity of the significant events already evaluated in the Certified EIR. In addition, all the applicable mitigation measures included as part of the Certified EIR would continue to be implemented under the Modified Project, with minor modifications to the mitigation measures to reflect the Modified Project as set forth in the Addendum. Additionally, there are no known mitigation measures or Project alternatives that were previously considered infeasible but are now considered feasible that would substantially reduce one or more significant effects on the environment identified in the Certified EIR.

Based on this determination, the changes proposed under the Modified Project do not meet the criteria for preparation of a Supplemental or Subsequent EIR pursuant to Sections 15162 and 15163 of the CEQA Guidelines.

CEQA Findings

Pursuant to CEQA, the City serves as the lead agency with respect to the Modified Project in connection with the subject City actions. Accordingly, the City (a) has considered the Certified EIR, Addendum, Joint Analysis, and other pertinent evidence in the record, including studies, reports, and other information from qualified experts (collectively the Environmental Documents) and the environmental effects of the Modified Project as set forth in the Environmental Documents, and (b) makes the following findings:

Based on the independent judgment of the decision-maker, after consideration of the whole of the administrative record, the project was assessed in the Convention and Event Center and EIR, EIR No. ENV-2011-585-EIR, SCH No. 2011031049, certified on October 2012; and pursuant to CEQA Guidelines 15162 and 15164, and the Addendum and Joint Analysis dated December 2021, no major revisions are required to the EIR and no subsequent EIR or negative declaration is required for approval of the project.

Record of Proceedings

The record of proceedings for the decision includes the Record of Proceedings for the CEQA Findings for the Certified EIR, all items in the Addendum file, and all written and oral information submitted at the hearing on this matter. The documents and other materials that constitute the record of proceedings on which the City of Los Angeles' CEQA Findings are based are located at the Department of City Planning, 221 N. Figueroa Street, Suite 1350, Los Angeles, CA 90021.