

FINDINGS

(As amended by the City Planning Commission at its meeting of February 24, 2022)

A. ENTITLEMENT FINDINGS

GENERAL PLAN AMENDMENT

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 for the redesignation of the portion of Chick Hearn Court, between Figueroa Street and Georgia Street, from a Modified Collector Street to a Local Street designation is in substantial conformance with the purposes, intent, and provisions of the General Plan, as explained below. 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: Land Use Element – Central City Community Plan, Mobility Element, and the Air Quality Element.

Land Use Element - Central City Community Plan

The Central City Community Plan ("Community Plan") is the guide to future development within Downtown Los Angeles. 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.

A General Plan Amendment is proposed to redesignate the portion of Chick Hearn Court, between Figueroa Street and Georgia Street from a Modified Collector Street to a Local Street designation which will facilitate the vacation of that segment of Chick Hearn Court, upon approval of the Bureau of Engineering and the City Council. The General Plan Amendment will 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.

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.

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.

The future street vacation that would be facilitated by the proposed General Plan Amendment will permanently close the segment to vehicular traffic thereby creating a permanent space for pedestrian activity between the LA Live complex and Crypto.com Arena, which are sited directly to the segments north and south, respectively. The newly created pedestrian area will

increase safety in the LASED by creating a cohesive link between the LA Live complex and Crypto.com Arena for safer and greater pedestrian flow between the two venues. Pedestrians would be able to safely walk from the existing JW Marriot Hotel, Grammy Museum, Microsoft Theater, Novo Theater, and the shops and restaurants at LA Live to Crypto.com Arena and the Convention Center without having to use a crosswalk to cross a busy street. The increased pedestrian accessibility between the north and south sides of Chick Hearn Court will increase economic activity in the district and address the needs of visitors to Downtown for business, conventions, trade shows, entertainment, and tourism. Thus, the General Plan Amendment would be consistent with Objectives 2-1, 2-2, 2-3, and 2-4 of the Central City Community Plan.

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

Objective 4-2. To maximize the use of the City's existing and envisioned open space network and recreation facilities by providing connections to the open space system.

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 service programs.

The proposed General Plan Amendment would allow for a future street vacation of Chick Hearn Court and expand open space in the Central City Community Plan area. The new pedestrian area will create an open space link between major cultural facilities. With the surrounding hotels, convention center, restaurants, arena, shops, and museums, the pedestrian area will not only create a popular open space for pedestrians to relax but also create a vital and safe link between the arena and convention center with the hotels, theaters, shops, and restaurants to the north of Chick Hearn Court. As such, the General Plan Amendment would be consistent with Objectives 4-1, 4-2, and 4-4 of the Central City Community Plan.

Objective 10-1. To ensure that the arts, culture, and architecturally significant buildings remain central to the further development of downtown and that it remains clearly discernable and accessible to all citizens in and visitors to Los Angeles.

The requested street redesignation of Chick Hearn Court between Figueroa Street and Chick Hearn Court will facilitate for that portion of Chick Hearn Court to be vacated. The street vacation will allow for a new pedestrian area that will allow a flow of pedestrians between major cultural facilities without any interactions with cars. Thus, the new pedestrian area will increase accessibility between arts, sports, and cultural institutions by adding a safe connection. Investment in open space infrastructure in this area demonstrates the City's commitment that arts and culture are accessible to all residents and visitors to Los Angeles. Therefore, the requested General Plan Amendment is consistent with Objective 10-1 of the Central City Community Plan.

Objective 11-6. To accommodate pedestrian open space and usage in Central City.

The proposed street vacation of a segment of Chick Hearn Court will permanently close the segment to vehicular traffic creating a safe pedestrian link between popular cultural, sports, and hotel facilities. As such, the requested General Plan Amendment is consistent with Objective 11-6 of the Central City Community Plan.

Chapter V: Urban Design – Convention Center/Arena: Fully develop all streets and parks to accommodate outdoor activities and to provide pedestrian linkages between this district and other Downtown neighborhoods and districts.

Pedestrian Linkages: To provide an extensive, well-formed and well-maintained pedestrian network.

The proposed General Plan Amendment will facilitate the street vacation of Chick Hearn Court between Figueroa Street and Georgia Street. The street vacation will permanently close the segment to vehicular traffic and create a pedestrian-friendly link between major cultural, tourist, sports, and entertainment venues. The LASED will become a more cohesive district with the new pedestrian area. Thus, the General Plan Amendment is consistent with the applicable Objectives in Chapter V of the Central City Community Plan.

Transportation Element (Mobility Plan 2035)

The General Plan Amendment will be consistent with the following provisions of the Transportation Element (Mobility Plan 2035) of the General Plan:

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

The requested General Plan Amendment will redesignate Chick Hearn Court between Figueroa Street and Georgia Street from a Modified Collector Street to a Local Street. The redesignation will allow for a street vacation of this segment of Chick Hearn Court. The vacation will permanently restrict vehicular traffic. However, it will provide space for a new pedestrian area which will create a safe, pedestrian-friendly link between major cultural, tourist, sports, and entertainment venues. Thus, Chick Hearn Court will prioritize the safety of the most vulnerable roadway users, pedestrians, by eliminating the interactions between cars and pedestrians in a much-traveled area. As such, the General Plan Amendment will be consistent with Policy 1.1 of the General Plan's Transportation Element.

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.

Policy 2.14 – Designate a street's functional classification based upon its current dimensions, land use context, and role.

The General Plan Amendment to facilitate a pedestrian area is being requested concurrently with entitlements for the expansion of the JW Marriott Hotel and Conference Center and the expansion and renovation of the Convention Center. If approved, the expansions will increase pedestrian activity in the area, especially with visitors staying at the JW Marriott or attending a convention across Chick Hearn Court at the Convention Center or attending an event at the adjacent Crypto.com Arena. Adapting to future demands by vacating a segment of Chick Hearn Court to become a pedestrian area is consistent with Policies 2.1, 2.3, and 2.14 of the General Plan's Transportation Element.

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.

The General Plan Amendment will allow a portion of Chick Hearn Court to be converted into a pedestrian area in a location that is dense with entertainment, tourist, shopping, and restaurant facilities with many nearby public transit options. The General Plan Amendment will help facilitate a safer environment for pedestrians in the LASED and, as a result, encourage more pedestrian activity. The Crypto.com arena and nearby theaters have a capacity to hold thousands of spectators. The proposed pedestrian area will allow for a greater and freer flow of pedestrians between the Convention Center and Crypto.com arena to the south of Chick Hearn Court to the theaters, shopping, hotels, and restaurants to the north of the street. Thus, the General Plan Amendment is consistent with Policy 3.1 of the General Plan’s Transportation Element.

Air Quality Element

The General Plan Air Quality Element includes the following relevant provision:

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

The General Plan Amendment will allow a portion of Chick Hearn Court to be converted into a pedestrian area in a location that is dense with entertainment, tourist, shopping, and restaurant facilities. The Project Site and LASED vicinity are well-served by public transit, including 38 local and limited stop Metro bus routes within approximately 0.75 mile, as well as LADOT DASH and Commuter Express, OCTA, Torrance Transit, and Foothill Transit services. In addition, the Metro Rail Blue (A) Line and Expo (E) Line Pico Station is located approximately 0.3 miles away from the Project Site at the intersection of Flower Street and Pico Boulevard. A Metro Bike Share station is located approximately 0.20 miles southeast from the Project Site, in Gilbert Lindsay Plaza. The General Plan Amendment will help facilitate a safer environment for pedestrians in the LASED and encourage more pedestrian activity, thereby reducing the amount of vehicle trips and vehicle miles traveled. As such, the General Plan Amendment is consistent with Objective 4.2 of the General Plan’s Air Quality Element.

2. The General Plan Amendment Would Serve the Public Necessity, Convenience and General Welfare (Charter Section 558).

The proposed General Plan Amendment will allow for the provision of a safe pedestrian-friendly link between the Convention Center and Crypto.com arena to the south of Chick Hearn Court to the theaters, shopping, hotels, and restaurants to the north of the street. The proposed expansion of the JW Marriott Hotel and Conference Center and the expansion and renovation of the Convention Center, if approved, will increase pedestrian activity in the area, especially with visitors staying at the JW Marriott and attending a convention across Chick Hearn Court at the Convention Center or attending an event at the adjacent Crypto.com Arena. Adapting to future land use demand would serve the public necessity, convenience and general welfare of the community. Additionally, the increased pedestrian accessibility between the north and south sides of Chick Hearn Court will increase economic activity in the LASED and address the needs of visitors to Downtown for business, conventions, trade shows, entertainment, and tourism. Finally, the addition of a pedestrian-friendly amenity will

encourage more pedestrian activity in the area, thereby providing an incentive to bike, use public transit, or walk while reducing automobile use and vehicle miles traveled. The Project Site and LASED vicinity are well-served by public transit, including 38 local and limited stop Metro bus routes within approximately 0.75 mile, as well as LADOT DASH and Commuter Express, OCTA, Torrance Transit, and Foothill Transit services. In addition, the Metro Rail Blue (A) Line and Expo (E) Line Pico Station is located approximately 0.3 miles away from the Project Site at the intersection of Flower Street and Pico Boulevard. A reduction in automobile use and vehicle miles traveled would reduce air pollution and help meet the City's air quality targets which would improve the general welfare of the City's residents. Thus, the proposed General Plan Amendment would serve the public necessity, convenience, and general welfare.

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 Transportation Element of the General Plan (Mobility Plan 2035) and an Amendment to the Central City Community Plan (General Plan Land Uses Element), representing an area involved which has significant social, physical and economic identity. The Amendment would redesignate the portion of Chick Hearn Court, between Figueroa Street and Georgia Street from a Modified Collector Street to a Local Street designation which will facilitate the vacation of that segment of Chick Hearn Court, upon approval of the Bureau of Engineering and the City Council. The street vacation will permanently close the segment to vehicular traffic thereby creating a permanent space for pedestrian activity between the LA Live complex and Crypto.com Arena, which are sited directly to the segments north and south, respectively. The newly created pedestrian area will increase safety in the LASED by creating a cohesive link between the LA Live complex and Crypto.com Arena for safer and greater pedestrian flow between the two venues. Pedestrians would be able to safely walk from the existing JW Marriot Hotel, Grammy Museum, Microsoft Theater, Novo Theater, and the shops and restaurants at LA Live to Crypto.com Arena and the Convention Center without having to use a crosswalk to cross a busy street. The increased pedestrian accessibility between the north and south sides of Chick Hearn Court will increase economic activity in the district and address the needs of visitors to Downtown for business, conventions, trade shows, entertainment, and tourism.

The General Plan Amendment to facilitate a pedestrian area is being requested concurrently with entitlements for the expansion of the JW Marriott Hotel and Conference Center and the expansion and renovation of the Convention Center. As the central core of regional entertainment, event space, and convention activity within the Los Angeles region, the area represents a significant social, physical, and economic identity. If approved, the hotel and convention center expansions will increase pedestrian activity in the area, especially with visitors staying at the JW Marriott and attending a convention across Chick Hearn Court at the Convention Center or attending an event at the adjacent Crypto.com Arena. Adapting to future land use demand would serve the public necessity, convenience and general welfare of the community. Additionally, the increased pedestrian accessibility between the north and south sides of Chick Hearn Court will increase economic activity in the

LASED and address the needs of visitors to Downtown for business, conventions, trade shows, entertainment, and tourism. Finally, the addition of a pedestrian-friendly amenity will encourage more pedestrian activity in the area, thereby providing an incentive to bike, use public transit, or walk while reducing automobile use and vehicle miles traveled. The Project Site and LASED vicinity are well-served by public transit, including 38 local and limited stop Metro bus routes within approximately 0.75 mile, as well as LADOT DASH and Commuter Express, OCTA, Torrance Transit, and Foothill Transit services. In addition, the Metro Rail Blue (A) Line and Expo (E) Line Pico Station is located approximately 0.3 miles away from the Project Site at the intersection of Flower Street and Pico Boulevard. A reduction in automobile use and vehicle miles traveled would reduce air pollution and help meet our air quality targets which improves the general welfare of the City's residents.

The General Plan Amendment provides the City an opportunity to create a pedestrian-friendly link between major cultural, tourist, sports, and entertainment venues. The LASED will become a more cohesive district with the new pedestrian area. These land use patterns are consistent with the City's existing goals and policies for a safe, well-formed, and extensive pedestrian network while reducing vehicle miles traveled and air pollution.

Thus, the City concludes that approval of the Plan Amendment to redesignate Chick Hearn Court, between Figueroa Street and Georgia Street, from a Modified Collector Street to a Local Street is necessary for the vision of the Mobility Plan 2035 and the Central City Community Plan to create a safe pedestrian link in the LASED which will support the adjacent Convention Center and regional entertainment uses.

- 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.

SPECIFIC PLAN AMENDMENT FINDINGS

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

The Project proposes the following amendments to the Los Angeles Sports and Entertainment District (LASED) Specific Plan:

Project Height: To permit a maximum tower height of 420 feet in the Olympic West Subarea in lieu of the 150-foot height limit otherwise required. As previously described, the project includes a new 420-foot JW Marriott Hotel tower that would be 37 stories, including a 70 foot and six inch tall podium in the Olympic West Subarea of the LASED Specific Plan.

Signs: The project includes the replacement of two existing double-sided Freeway Edge Signs with four new Freeway Edge Signs that will better integrate into the architecture of the building. In addition, the project would replace the existing Staples Center marquee sign with a new modernized sign that would be better integrated into the façade of the Conference Center Expansion. The new sign would extend above the building roofline, which is not permitted for roof signs in the Specific Plan. The proposed marquee sign would also add additional LED signage within the Olympic West Subarea in excess of the 1,500 square foot limit of Electronic Message Display and Animated signage. Thus, the applicant is requesting an amendment to allow roof signs to exceed the building roofline and to expand the allowable area for Electronic Message Display and Animated Signage in the Olympic West Subarea to accommodate the new signs.

Alcohol: The applicant has requested amendments to the alcohol-related provisions of the Specific Plan that would allow for the service of alcohol within Chick Hearn Court, between Figueroa Street and Georgia Street (the 11th Street Pedestrian Area as referred to in the Specific Plan), if the street redesignation and street vacation are approved to facilitate that portion of Chick Hearn Court to redevelop into a pedestrian area. The alcohol service in the pedestrian area would be limited to occasional special events as part of events at the Central Plaza where alcohol is served, provided the Alcohol Use Approval for the Central Plaza is modified to cover the area (note that this would be subject to the approval of a future discretionary modification to the Alcohol Use Approval for the Central Plaza (ZA-2007-5555-PAB), separate from this request). In addition, alcohol service hours for hotels would be allowed to begin service at 7:00am in lieu of 8:00am as currently allowed in the Plan.

Eleventh Street Pedestrian Area: Amendments will include additional provisions regarding the enhanced pedestrian design, landscaping, and operation of the area of 11th Street/Chick Hearn Court which may be vacated and closed to vehicular traffic as a result of the concurrent General Plan Amendment and street vacation proceedings.

Technical Amendments: Minor modifications and clarifications to certain Specific Plan provisions are also requested to facilitate development of the Hotel Expansion Project as well as update certain procedures and provisions to reflect current Planning Department practices for Specific Plans, and correct certain Section and Code references. In addition, the land use table in the LASED will be updated to reflect previous and concurrent equivalency transfers and floor area transfers to be completed in conjunction with the Project Permit Compliance request.

Land Use Element - Central City Community Plan.

The Central City Community Plan ("Community Plan") is the guide to future development within Downtown Los Angeles. 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 Specific Plan Amendment will 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.

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.

Amending the height limit to allow for the expansion of the JW Marriott Hotel would provide additional hotel rooms, conference center space, ballroom, and meeting rooms to the LASED. The Hotel and Conference Center Expansion Project would have complementary and beneficial effects in combination with the separately proposed Convention Center Expansion to the south. The amendment to allow for the JW Marriott expansion will help meet the demand for hotel rooms and conference centers for a newly expanded Convention Center. Thus, amending the Specific Plan to allow for the hotel expansion will improve Central City's competitiveness as a location for offices, business, retail, and industry, consistent with Objective 2-1 of the Central City Community Plan. Additionally, the hotel expansion would be adjacent to the LA Live Complex which encompasses shops, restaurants, and entertainment venues. The additional hotel room capacity would bring in additional visitors which would ensure the economic viability of the businesses within the LASED and Central City. The proposed hotel, meeting room, and ballroom uses would be located in easy walking distance

of LA Live, Crypto.com arena, and the Convention Center, thereby further integrating the LASED and greater Downtown area as an integrated, pedestrian-friendly environment. The addition of 861 rooms (net 851-room increase) to the JW Marriott within the Downtown area located near the Convention Center would increase the attractiveness of the Convention Center as a site for regional, state, and national conventions and trade shows. The Specific Plan Amendment to allow increased height for the Olympic West Subarea is necessary to expand the existing JW Marriott Hotel by nearly doubling the number of rooms, making the JW Marriott at L.A. Live one of the largest hotels in the state. A hotel of this size would better position the City of Los Angeles to compete for large conventions and trade shows which stimulate the local economy. A hotel expansion of this magnitude would promote a land use mix which would continue to create an active, 24-hour downtown environment for residents and tourists alike.

The Specific Plan Amendments requested to allow for the replacement and modernization of the existing Staples Center Marquee sign would be consistent with Objectives 2-1, 2-2, 2-3, 2-4 and Policy 2.3-1 of the Central City Community Plan. The new signs would help promote the Central City area and attract residents and visitors to the LASED. The amendment to permit additional area for Electronic Message Display and Animated Signs will contribute to a dynamic and active environment for residents and tourists.

Amending the Specific Plan to allow for future alcohol service during special events within the 11th Street Pedestrian Area, should it be vacated in the future, and expanded hours of alcohol sales for hotel uses would also support the LASED and Central City as an active location for business, sports and entertainment. The extension of the Alcohol Use Approval for the Central Plaza to special events within the 11th Street Pedestrian Area is appropriate at this strategic location which is surrounded by the active entertainment, retail and sports uses within LA Live, and adjacent to the Convention Center and Crypto.com Area. The addition of alcohol service to a vacated 11th Street Pedestrian Area also would be subject to future issuance of a modification to the Alcohol Use Approval for the Central Plaza, which would impose conditions to ensure that the dispensing of alcohol is done in a safe and responsible manner that would not adversely affect the surrounding area.

Thus, the Amendments would help better promote the Central City area, attract the local and regional population to its commercial centers, and promote the LASED as a 24-7 entertainment, hotel, sports and convention destination for both current residents and tourists.

Finally, the technical amendments to the Specific Plan would be consistent with Objectives 2-1, 2-2, 2-3, 2-4 and Policy 2.3-1 of the Central City Community Plan as they would facilitate a more streamlined approach for implementing the Specific Plan. In turn, the amendments would make the Plan responsive to potential improvements and investments in the Central City Community Plan, adding to its economic competitiveness, sustainability, dynamics, and meeting the needs of residents and visitors alike.

General Plan Framework

The General Plan Framework, 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, opens space and conservation, transportation, infrastructure and public spaces. The Specific Plan Amendment would be consistent with the goals, objectives and policies of the General Plan Framework.

The Framework's Long-Range Diagram identifies the LASED Specific Plan area and 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 Project is consistent with and supports this characterization of the Downtown Center.

The LASED area and Project are also consistent with and advances the following objectives and policies of the General Plan Framework:

Objective 3.1. Accommodate a diversity of uses that support the needs of the City's existing and future residents, businesses, and visitors.

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 3.11. 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.

Objective 3.15. Focus mixed commercial/residential uses, neighborhood-oriented retail, employment opportunities, and civic and quasi-public uses around urban transit stations, while protecting and preserving surrounding low-density neighborhoods from the encroachment of incompatible land uses.

Objective 3.16. Accommodate land uses, locate and design buildings, and implement streetscape amenities that enhance pedestrian activity.

Amending the Specific Plan's height limit to allow for the expansion of the JW Marriott Hotel would provide additional hotel rooms, conference center space, ballroom, and meeting rooms to the Downtown Center. The Project also aligns with the separately proposed Convention Center Expansion project immediately to the south across Chick Hearn Court. The amendment to allow for the JW Marriott expansion will help meet the demand for hotel rooms and conference centers for a newly expanded Convention Center. Thus, amending the Specific Plan to allow for the hotel expansion will support the needs of the City's existing and future residents, businesses, and visitors, consistent with Objective 3.1 of the General Plan Framework. Additionally, the hotel expansion would be adjacent to the LA Live Complex which

encompasses shops, restaurants, and entertainment venues. The additional hotel room capacity would bring in additional visitors which would ensure the economic viability of the businesses within the Downtown Center and encourage other retail, commercial, and office development, consistent with Objective 3.4. Furthermore, consistent with Policy 3.4.1 and Objective 3.11, the amendment would allow for the Project to be constructed near major transit stops and a light rail station including 38 local and limited stop Metro bus routes within approximately 0.75 mile, as well as LADOT DASH and Commuter Express, OCTA, Torrance Transit, and Foothill Transit services. In addition, the Metro Rail Blue (A) Line and Expo (E) Line Pico Station is located approximately 0.3 miles away from the Project Site at the intersection of Flower Street and Pico Boulevard. In addition, the Project accommodates Objective 3.16 through its pedestrian-oriented design and streetscape improvements, which include wide sidewalks, street trees, and pedestrian lighting.

The Specific Plan Amendments requested to allow for the replacement of the Staples Center Marquee sign is applicable to and would be consistent with Objective 3.4, Policy 3.41, Objective 3.11, and Objective 3.16 of the General Plan Framework. The new signs would help promote the Downtown Center area and encourage more Downtown Center-focused activity in the area. Additionally, the amendment to permit additional area for Electronic Message Display and Animated Signs will contribute to a dynamic and active environment which will enhance pedestrian activity in a manner that uniquely suits and identifies the Downtown Area.

Amending the Specific Plan to expand alcohol service to allow for future alcohol service during special events within the 11th Street Pedestrian Area, should it be vacated in the future, and expanded alcohol sales, would also support the General Plan Framework's policies and objectives for the continuation of cultural, entertainment, and visitor-serving amenities to the Downtown Center, in particular in close proximity to Crypto.com Arena and the Convention Center.

Finally, the technical amendments to the Specific Plan would be consistent with Objective 3.1, Objective 3.4, Objective 3.11, and Objective 3.16 as they would facilitate a more streamlined approach for implementing the Specific Plan. In turn, the amendments would make the Plan responsive to potential improvements and investments in the Downtown Center, adding to its economic competitiveness, sustainability, dynamics, and meeting the needs of residents and visitors alike.

Transportation Element (Mobility 2035 Plan), Downtown Street Standards, and Los Angeles Sports and Entertainment District Streetscape Plan.

As an implementation tool of the Transportation Element (Mobility 2035 Plan), the Los Angeles Sports and Entertainment District Streetscape Plan provides guidelines and standards for improvements in the public right-of-way within the Los Angeles Sports and Entertainment District and along Figueroa Street from 7th Street to Venice Boulevard. The principal objective of this Streetscape Plan is to develop attractive, functional, and safe streets and pedestrian friendly sidewalks that connect to and complement the Downtown context. The Streetscape Plan contains provisions regarding street widths, sidewalk widths, sidewalk paving, street trees, street furniture, pedestrian lighting, and public signage. The proposed Hotel and Conference Center Expansion would be adjacent to portions of Georgia Street, 11th Street (Chick Hearn Court) and Cherry Street (LA Live Way) which are streets within the boundary of the LASED Streetscape Plan. Improvement conditions require that the Project provide streetscape, street tree and sidewalk improvements consistent with the Transportation Element, Downtown Street Standards, and the LASED Streetscape Plan.

Air Quality Element

The General Plan Air Quality Element includes the following relevant provision:

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

Objective 4.2 is applicable to the Specific Plan Amendment to increase the height limit in the Olympic West Subarea of the LASED. The proposed amendment will allow for the construction of a new JW Marriott hotel tower in a location that is dense with entertainment, tourist, shopping, and restaurant facilities. As described above, the Project Site is well-served by public transit, including 38 local and limited stop Metro bus routes within approximately 0.75 mile, as well as LADOT DASH and Commuter Express, OCTA, Torrance Transit, and Foothill Transit services. In addition, the Metro Rail Blue (A) Line and Expo (E) Line Pico Station is located approximately 0.3 miles away from the Project Site at the intersection of Flower Street and Pico Boulevard. A Metro Bike Share station is located approximately 0.20 miles southeast from the Project Site, in Gilbert Lindsay Plaza. The Specific Plan Amendment will site a new hotel tower in close proximity to modes of transit other than single-occupancy vehicles as well as numerous nearby attractions that can be accessed on foot or on bicycle. Thereby, the amendment will encourage more pedestrian activity, thereby reducing the amount of vehicle trips and vehicle miles traveled. As such, the Specific Plan Amendment is consistent with Objective 4.2 of the General Plan's Air Quality Element.

2. The Specific Plan Amendment Would Serve the Public Necessity, Convenience and General Welfare (Charter Section 558).

Amending the height limit to allow for the expansion of the JW Marriott Hotel would provide additional hotel rooms, conference center space, ballroom, and meeting rooms to downtown Los Angeles. The Hotel and Conference Center Expansion Project would have complementary and beneficial effects in combination with the separately proposed Convention Center Expansion to the south. The amendment to allow for the JW Marriott expansion will help meet the demand for hotel rooms and conference centers for a newly expanded Convention Center. Thus, amending the Specific Plan to allow for the hotel expansion will improve Central City's competitiveness as a location for offices, business, retail, and industry. Additionally, the hotel expansion would be adjacent to the LA Live Complex which encompasses shops, restaurants, and entertainment venues. The additional hotel room capacity would bring in additional visitors which would ensure the economic viability of the businesses within the LASED and Central City. The proposed hotel, meeting room, and ballroom uses would be located in easy walking distance of LA Live, Crypto.com arena, and the Convention Center, thereby further integrating the LASED and greater Downtown area as an integrated, pedestrian-friendly environment. The addition of 861 rooms (net 851-room increase) to the JW Marriott within the Downtown area located near the Convention Center would increase the attractiveness of the Convention Center as a site for regional, state, and national conventions and trade shows. The Specific Plan Amendment to allow increased height for the Olympic West Subarea is necessary to expand the existing JW Marriott Hotel by nearly doubling the number of rooms, making the JW Marriott at L.A. Live one of the largest hotels in the state. A hotel of this size would better position the City of Los Angeles to compete for large conventions and trade shows which stimulate the local economy and would promote a land use mix which would continue to create an active, 24-hour downtown environment for residents and tourists alike. As such, the Specific Plan Amendment to increase the height in

the Olympic West Subarea of the LASED would serve the public necessity, convenience and general welfare.

The Specific Plan Amendment requested to allow for the replacement of the Staples Center Marquee sign would help promote the Central City area and attract residents and visitors to the LASED. The amendment to permit additional area for Electronic Message Display and Animated Signs will contribute to a dynamic and active environment for residents and tourists. In promoting the Central City area and attracting residents and visitors to the LASED, the proposed signage amendments would support the dynamism and economic competitiveness of the Convention Center and surrounding entertainment uses. Thus, the request to amend the sign regulations in the LASED Specific Plan would serve the public necessity, convenience and general welfare.

Amending the Specific Plan to allow for future alcohol service during special events within the 11th Street Pedestrian Area, should it be vacated in the future, as well as expanded alcohol service hours for hotels, would also support the LASED and Central City as an active location for business, sports and entertainment. The extension of the Alcohol Use Approval for the Central Plaza to special events within the 11th Street Pedestrian Area is appropriate at this strategic location which is surrounded by the active entertainment, retail and sports uses within LA Live, and adjacent to the Convention Center and Crypto.com Area. The addition of alcohol service to a vacated 11th Street Pedestrian Area also would be subject to future issuance of a modification to the Alcohol Use Approval for the Central Plaza, which would impose conditions to ensure that the dispensing of alcohol is done in a safe and responsible manner that would not adversely affect the surrounding area. As such, amending the Specific Plan to allow for alcohol to be served during special events within the 11th Street Pedestrian Area would serve the public necessity, convenience and general welfare.

Finally, the technical amendments to the Specific Plan would serve the public necessity, convenience and general welfare as they would facilitate a more streamlined approach for implementing the Specific Plan. In turn, the amendments would make the Plan responsive to potential improvements and investments in the Central City Community Plan, adding to its economic competitiveness, sustainability, dynamics, and meeting the needs of residents and visitors alike.

PROJECT PERMIT COMPLIANCE

1. The project substantially complies with the applicable regulations, findings, standards and provisions of the specific plan.

The JW Marriott Hotel and Conference Center Expansion Project involves the construction and operation of a 37-story hotel tower with 861 guest rooms and 9,900 square feet of ground-floor hotel-related retail and restaurant uses, and a five-story podium with a 228,200-square-foot conference center and with parking, all above three subterranean levels of parking and ancillary hotel uses on the southern 3.12-acre portion (Development Sites 1a and 1b of the LASED) of the Olympic West Subarea. The Hotel and Conference Center Expansion Project would require the partial demolition and structural alterations to the existing on-site Olympic West Parking Structure, the removal of existing freeway-facing signage, installation of new signage, and up to two new pedestrian bridges over a private drive connecting the existing conference center with the conference center expansion.

This application requests Specific Plan Project Permit Compliance to construct Convention Center Expansion Uses, including a hotel and conference, meeting and ballroom facilities and on Development Site 1a and 1b within the LASED, including a Transfer of Floor Area from Development Site 12 to Development Site 1a, an Equivalency Transfer of permitted Office floor area to Hotel uses, and Reduced Parking for the Project and all existing uses within the Olympic West and Olympic East Subareas, as well as Crypto.com Arena, associated with (i) the addition of 861 rooms in a new standalone tower within Development Sites 1a and 1b of the Olympic West Subarea (Hotel Expansion or JW Marriott West Tower); and (ii) approximately 228,200 square feet of Conference Center Expansion uses, including meeting and conference rooms, ballrooms, and exhibition uses, within Development Sites 1a and 1b of the Olympic West Subarea (Conference Center Expansion); (iii) two pedestrian bridges over a private drive connecting the existing JW Marriott Conference Center with the Conference Center Expansion; and (iv) signage that is architecturally integrated into the façades of these buildings. The Project would comply with all applicable provisions of the Los Angeles General Plan, the Central City Community Plan, and, with approval of the proposed Specific Plan Amendment, the LASED Specific Plan.

The Project complies with all applicable provisions of the Specific Plan as set forth below:

SECTION 5.B: MAXIMUM PERMITTED FLOOR AREA. Section 5.B requires that the total floor area within the Specific Plan shall not exceed 5,827,313 square feet.

The Project consists of 806,600 square feet of Hotel and Conference Center Expansion Uses. To date, the following determinations have permitted new floor area within the LASED (other determinations have not introduced a net increase in floor area beyond the entitlements listed below):

- August 15, 2005, DIR-2005-1341-SPP with 195,000 square feet;
- October 24, 2006, APCC-2006-8393-SPE-SPP with 112,000 square feet;
- February 7, 2007, DIR-2007-5865-SPP-SPPA with 127,327 square feet;
- February 20, 2007, DIR-2006-10272-SPP with 408,200 square feet;
- June 25, 2007, DIR-2007-2148-SPP with 1,478,335 square feet;
- October 15, 2011, DIR-2011-2286-SPP-SPPA with 295,750 square feet;
- November 12, 2014, DIR-2014-1795-SPP-SPPA with 870,000 square feet;
- February 2, 2015, DIR-2005-7453-SPP-SPPA-M3, DIR-2014-3673-SPPA with 1,488,101 square feet.

Thus, a total of 4,974,713 square feet of floor area has been permitted for development within the LASED area. With this addition of 806,600 square feet; the total amount of entitled floor area is increased to 5,781,313 square feet. Therefore, the total floor area within the LASED area would not exceed 5,827,313 square feet.

The LASED defines "floor area" by reference to Section 12.03 of the LAMC with the following exception: "...except that outdoor eating areas on all floors and Private Setback areas shall not count as Floor Area." Section 12.03 of the LAMC states that "floor area" does not include "parking areas with associated driveways and ramps" or "basement storage areas".

SECTION 5.C: PROJECT LAND USE. Under Section 5.C, the LASED permits the development of up to 250,000 square feet of Convention Center Expansion uses, and 1,389,106 square feet for Hotel uses. However, the LASED also provides that the amount of square footage permitted for the individual uses listed under Section 5.C may be modified,

and the locations of these land uses may be modified pursuant to Equivalency Transfers and Transfers of Floor Area, as set forth in Section 6 and Section 15 of the LASED.

As part of the LASED, Development Site 1a is authorized for the following uses and Floor Area: Convention Center Expansion Floor Area: 250,000 square feet.

As part of the proposed Specific Plan Amendment, the Specific Plan's definition of Convention Center Expansion Uses would be amended to explicitly add "Convention Center Hotel", "ballrooms" and "conference centers" within the definition, which also already includes meeting rooms, display rooms, exhibition rooms, and other related convention center uses.

The subject application requests approval of the following uses and Floor Area on Development Site 1a:

- Overall Square Footage: Floor Area: 806,600
- Hotel Expansion Floor Area: 578,400; 861 rooms
- Conference Center Expansion Floor Area: 228,200

The Project would include the development of hotel rooms and Convention Center Expansion Uses (as amended), which are specifically permitted under the LASED for Development Site 1a, as shown on Map 2 of the Specific Plan, and are permitted uses in the LASED Zone under Section 9.C.14 of the Specific Plan.

SECTION 6: LAND USE EQUIVALENCY TRANSFERS. The LASED provides a mechanism that allows for development flexibility by permitting shifts of permitted Floor Area between certain land uses over the life of the LASED, while maintaining the intent and regulatory requirements of the LASED. Shifts of permitted floor area are effectuated via the Land Use Equivalency Matrix, which allows for Floor Area reallocations between land uses, utilizing conversion factors that are based upon environmental impact equivalencies. The Land Use Equivalency Matrix indicates that in order to remain within the allowed number of peak hour trips, Office floor area may be converted to hotel rooms at a ratio of 3.675 hotel rooms for each 1,000 square feet of floor area.

The Project would include an Equivalency Transfer to convert 231,564 square feet of Office floor area permitted within Development Site 12 to 851 hotel rooms, to reallocate an additional approximately 332,136 square feet of Office floor area permitted within Development Site 12 to the Hotel Expansion, and allocate 14,700 square feet of Convention Center Expansion Use floor area to the Hotel Expansion, to achieve the approximately 578,400 square feet of Hotel floor area necessary for the Hotel Expansion. This floor area would then be transferred to Development Site 1a (Convention Center Expansion Parcel), pursuant to Section 15 (Transfers of Floor Area), as discussed further below. With completion of the Equivalency Transfer and floor area reallocation, approximately 38,100 square feet of Office floor area would remain permitted within Development Site 12. Development Site 1a is currently permitted for 250,000 square feet of Convention Center Expansion uses (with 235,300 square feet remaining available after the utilization of 14,700 square feet for the Hotel Expansion, as described earlier in this paragraph). Thus, no equivalency or land use transfer are required for the 228,200 square-foot Conference Center Expansion proposed under the Project.

The Project also would provide for the reduction of 10 hotel guest rooms in the existing Convention Center Hotel on Development Site 2, resulting in a total of 861 rooms (net increase of 851 rooms) under the Project. The 10 hotel guest rooms removed from the existing

Convention Center Hotel would be replaced by approximately 3,500 square feet of ancillary meeting room space.

Equivalency Transfers are permissible, provided that the Project complies with the following provisions:

- *The land use designated on all portions of the Development Site may be exchanged for another land use, so long as the new use is otherwise permitted by this Specific Plan and the Floor Area of the new use is in conformance with the Land Use Equivalency Matrix. In no event shall the maximum permitted Floor Area exceed 5,827,313 square feet.*

The Hotel use proposed by the Project would be an allowed use within the LASED area. With the Project's equivalency transfer from Office uses to Hotel uses, and its overall addition of 806,600 square feet, the total amount of entitled floor area in the LASED is increased to 5,781,313 square feet. Therefore, the total floor area within the LASED area would not exceed 5,827,313 square feet

- *There shall be no fewer than 1,200 hotel rooms (approximately 1,236,200 square feet) at build out constructed within the Specific Plan area. Up to 200 of these required hotel rooms may be provided as Condo-Hotel Units. There shall be no Condo-Hotel Units on the Significant Hotel Parcel. No Equivalency Transfer shall be permitted which would conflict with this requirement.*

A total of 1,394 hotel rooms have currently been permitted and built within the LASED Area on Development Site 2 (the Significant Hotel Parcel) and Development Site 12 (see Case Nos. DIR-2007-2148-SPP-SPPA and DIR-2011-2286-SPP-SPPA) and 183 additional hotel rooms have been permitted on Development Sites 7-9. The Project would introduce 851 net new hotel rooms to the LASED Area on Development Site 1a. This would bring the total number of built hotel rooms in the LASED Area to 2,428, which continues to exceed the minimum number of hotel rooms required by the LASED. Therefore, the proposed equivalency transfer does not conflict with this requirement.

- *Development on the Convention Center Expansion Parcel shall be limited to 250,000 square feet of development for Convention Center Expansion Uses, parking, or temporary uses (including but not limited to construction staging) and signage, unless the Director of Planning determines that such temporary uses or signage will interfere with Convention Center Expansion Uses.*

Convention Center related uses include, among other uses, meeting rooms, display rooms, and exhibition rooms. The Project would include 228,200 square feet of Conference Center Expansion Uses on the Convention Center Expansion Parcel, thereby substantially fulfilling the intent of this land use restriction. In addition, the Project also includes 861 hotel rooms on this parcel, which furthers the purposes and goals of the Specific Plan by expanding the Convention Center Hotel immediately across the street from the Los Angeles Convention Center. In addition, in connection with the subject requests, the definition of Convention Center Expansion Uses would be amended to specifically allow the Project's uses.

- *Development on the Significant Hotel Parcel shall be limited to Hotel Uses and Residential Uses, developed in conjunction with the Convention Center Hotel, surface parking or construction staging, unless the Director of Planning determines that construction staging will interfere with the development of the Significant Hotel Parcel. The hotel or hotels that comprise the Convention Center Hotel collectively shall contain a minimum of 1,000 rooms. In the event the development of the Convention Center Hotel does not occur by October 21 2021, the Significant Hotel Parcel may be used for any other use permitted by this Specific Plan. Meeting and ballroom facilities servicing the Convention Center Hotel may be located on Development Site 1.*

The Project does not propose any new development on the Significant Hotel Parcel (Development Site 2 in the Olympic East Subarea); however, the Hotel Expansion would add 851 net new rooms to the Convention Center Hotel immediately across the street from the Los Angeles Convention Center and immediately adjacent to 228,200 square feet of new Convention Center Expansion Uses, thereby furthering the goals of the LASERD. As demonstrated by the Addendum to the Certified EIR and the Joint Analysis, the Project's Equivalency Transfer would not result in any exceedances of the environmental thresholds set forth under Appendix D. Moreover, the Project would not introduce any uses to the Convention Center Expansion Site that were not contemplated by the LASERD or the EIR, as modified by subsequent Addenda.

SECTION 7: ANNUAL REPORT. The Project along with a summary of the subject Project Permit Compliance Review and status of the Project will be included in the Annual Report submitted by the Applicant in accordance with the Los Angeles Sports and Entertainment District Development Agreement.

SECTION 8: DIRECTOR REVIEW OF EXTERIOR REMODELING OF EXISTING BUILDINGS. The remodeling of existing buildings is not part of the proposed project. A such, Section 8 of the LASERD is not applicable.

SECTION 9: LAND USE. The Project would be a mixed-use development with Hotel and Convention Center Expansion uses, all of which are permitted uses within the Specific Plan area pursuant to Section 9.C.14. The Project does not propose any of the prohibited uses set forth in Specific Plan section 9.D.

SECTION 10: URBAN DESIGN REGULATIONS.

Section 10.A.1: Building Height and Massing for Olympic West Subarea.

With approval of the concurrently requested Specific Plan Amendment to increase the tower height limit within the Olympic West Subarea to a maximum of 420 feet, the Project would be consistent with Section 10.A.1, Building Height and Massing, for the Olympic West Subarea. Section 10.A.1 requires a maximum permitted Podium height not to exceed 100 feet and a Tower height not to exceed 150 feet (excluding spires, rooftop mechanical equipment, and other non-occupiable architectural design features such as the proposed beacon), subject to lot coverage limitations for combined tower areas which are not permitted to exceed 20 percent lot coverage.

Excluding rooftop mechanical equipment and screening and the beacon, the height of the West Tower would be up to 420 feet, which as noted above requires approval of the requested Specific Plan Amendment to exceed the existing 150-foot height limit for the Development

Site 1a. The West Tower also would within the permitted 20 percent lot coverage of the total land within the Olympic West Subarea. At a maximum height of 70.5 feet (88 feet including unoccupied structural and mechanical areas), the Conference Center Expansion podium would be consistent with Section 10.A.1, Building Height and Massing, for the Olympic West Subarea.

Section 10.B: Urban Design Guidelines.

The Project would comply with all the applicable Urban Design Guidelines found in LASED Appendix A as evidenced below:

Design Guideline 1: *Build a strong urban relationship between the District's buildings and public streets by maintaining a continuous building street wall with visual interest.*

Design Standard 1A: *Building podiums shall create a consistent urban street wall defining the street edge. A building street wall shall be defined as the street facing facade of a building's podium level.*

The Project is designed to build a strong urban relationship between the building and public streets by enhancing the building street edge. The Conference Center would provide a consistent 70-foot street wall along the entirety of the Chick Hearn Court frontage. Existing garage vehicular circulation would remain largely unchanged, including maintaining four existing vehicular access and egress points in similar locations. New elevators to below grade parking and escalators would be provided off Chick Hearn Court near the corner of Georgia Street. Egress stair points of discharge would be located around the building in unobtrusive locations to best integrate with the architecture. New egress stairs would be added along Chick Hearn Drive, LA Live Way and West Road. A new hotel lobby would be added along Georgia Street and a new conference center lobby would be provided at the corner of Georgia Street and Chick Hearn Court.

Design Standard 1B: *Breaks in the building street wall shall be restricted to that necessary to accommodate pedestrian paseos, public plazas, entry forecourts, permitted vehicular access driveways, and residential/hotel drop-offs (e.g., porte cochere).*

The Project would include existing breaks for vehicular access to the garage at similar numbers and locations to the existing condition. Additional access points would be provided for loading dock access along Chick Hearn Court and LA Live Way. Breaks for pedestrian egress would occur along LA Live Way for points of safe egress discharge from the building, as a number of stairs are located on the west side of the site. New infill walls in the existing garage façade would be designed to be integrated into the existing façade. Therefore, breaks in the building street wall would be restricted to those necessary for vehicle and pedestrian access, consistent with this design standard.

Design Standard 1C: *A building street wall shall be located within 15 feet of the property line along a minimum percentage of the public street frontage of each block face, as specified in Table 1 below, excluding street frontage devoted to the Central Plaza. Building features such as a sidewalk arcade and porte-cochere within the building line shall be considered a part of the building street wall.*

Table 1

Street	LASED Min Street Wall Frontage	Project Street Wall Frontage
Georgia St.	70%	100%
11 th St., West of Georgia	70%	85%
LA Live Way (formerly Cherry St.)	50%	83%

The street wall along Georgia Street, Chick Hearn Court and West Road conform to the street wall requirements required by the design standard, as they are typically less than six feet from the property line at the furthest distance. Along LA Live Way, the street wall conforms to the requirements, except at the corner of Chick Hearn Court where the larger building setback of the street wall is necessary to help accommodate the egress of the building at the west side of the site for an area of safe loading discharge. However, the 50% minimum requirement is nevertheless met.

Design Standard 1D: *Provide for a pedestrian connection between the Convention Center Expansion with the Convention Hotel.*

The Conference Center Expansion would be connected to both the Existing Hotel and the Hotel Expansion via public sidewalks enhanced with design features consistent with the rest of the LASED area, pursuant to the requirements of the LASED Streetscape Plan. In addition to the public sidewalks that would provide pedestrian connections in the Project area, two new pedestrian bridges are proposed to provide elevated connections from the Hotel Expansion and the Conference Center Expansion to the Existing Hotel and Existing Conference Center. There is an existing bridge over Georgia Street between the JW Marriott Hotel and the Conference Center Expansion. The two new bridges are proposed over West Road to connect the Existing Conference Center with the Conference Center Expansion.

Design Guideline 2: *Establish building setbacks that contribute to comfortable use of the sidewalk and support sidewalk activity.*

Design Standard 2A: *Building placement shall maintain minimum setback widths as specified in Table 2 below.*

Table 2

Street	Total Width of Setback from Curb, <i>Required</i>	Total Width of Setback from Curb, <i>Proposed</i>
Georgia St.	Minimum 15 ft. wide sidewalks within the public right-of-way shall be provided on local collector streets.	Proposed sidewalk depth varies; 15 ft. min maintained.
11 th St., West of Georgia	Minimum 15 ft. wide sidewalks within the public right-of-way shall be provided on local collector streets.	Proposed sidewalk depth varies; 15 ft. min maintained.
LA Live Way (formerly Cherry St.)	Minimum 12 ft. wide sidewalks within the public right-of-way shall be provided on local collector streets.	Proposed sidewalk depth varies; 12 ft. min maintained.

The setback from curb along Georgia Street would exceed the 15'-0" minimum to create a comfortable street level pedestrian space. This area is further expanded at the corner of Georgia Way and Chick Hearn Court where it is proposed to adjust the curb out by 21 feet to align with the curb alignment on across the intersection, resulting in a 36-foot sidewalk at this location to support a focal point of sidewalk activity. The setbacks along 11th Street and LA Live Way would also comply with the minimum requirements. The Project's proposed sidewalk widths therefore meet or exceed the minimum requirements and would contribute to a comfortable use of the sidewalk and support sidewalk activity.

Design Standard 2B: *Towers shall be setback from the face of the podium a minimum of 20 feet along Figueroa, and 11th (between Georgia and Figueroa).*

The Project is not located within these areas and therefore this design standard is not applicable to the Project.

Design Guideline 3: *Minimize the number and width of sidewalk curb cuts to promote street wall continuity and reduce conflicts with pedestrians.*

Design Standard 3A: *A maximum number of curb cuts for accessing parking and/or service facilities are permitted along each street as specified in Table 3 below.*

Table 3

Street	Max Permitted Curb Cuts	Curb Cuts Proposed
Georgia	2 per block face	Zero
11 th west of Georgia	1 per block face	One new curb cut at the loading dock entrance of the hotel. There are three existing curb cuts that would be maintained
LA Live Way (formerly Cherry St.)	4 total	One new curb cut is proposed for loading egress only

The number of curb cuts for parking or service access would comply with LASED Table 3 as indicated above.

Design Guideline 4: *Ensure interaction with other downtown buildings through fronting buildings on the street so as to promote the sidewalk orientation and non-internalized character of the District.*

Design Standard 4A: *A building's primary entrance, defined as that entrance which provides the most direct access to a building's main lobby and is kept unlocked during business hours, shall front on a public street.*

The main entrance for the Hotel Expansion would be via the main lobby at the Existing Hotel on Olympic Boulevard. Limited, controlled-access to the proposed secondary lobby would be located on Georgia Street and would be available for use by hotel guests and staff during normal business hours. For the Conference Center Expansion, the street level lobby

entrance would be located along Chick Hearn Court. All lobbies front on a public street and will be kept unlocked during business hours.

Design Standard 4B: *Each building street frontage shall contain at least one (1) public entrance, unlocked during business hours which may be either a building or tenant entrance, except along Cherry Street.*

The building maintains public entrances along Georgia Street and Chick Hearn Court. The other two Project frontages are along West Road, which is a private drive, and LA Live Way (formerly Cherry Street), which is not subject to this Design Standard.

Design Standard 4C: *Corner buildings shall provide a public entrance, unlocked during business hours, on both sides of buildings facing public streets.*

The corner of the building maintains public entrances at both Georgia Street and Chick Hearn Court, with access to the Conference Center Lobby, and limited access to the secondary Hotel Lobby off Georgia Street for hotel guests and staff. The other two Project frontages are along West Road, which is a private drive, and LA Live Way (formerly Cherry Street), which is not subject to this Design Standard.

Design Guideline 5: *Orient tenant spaces to the street; maximize retail storefronts and entrances along public streets and other important public spaces to sustain street level interest, and promote pedestrian traffic.*

Design Standard 5A: *Street level tenants with frontage along a public street shall provide their primary entrance along that street. These tenants may provide secondary entrances along paseos or other public spaces as appropriate.*

The Hotel Expansion and Conference Center Expansion each have primary entrances along public streets. In addition, the Hotel Expansion's lobby food and beverage space at the corner of Georgia Street and West Road has a highly visible pedestrian entrance directly from the public street. These ground-floor uses and transparent building materials would also function to maximize retail storefronts and entrances, sustain street level interest and promote pedestrian traffic

Design Standard 5B: *A street level retail or restaurant tenant's primary entrance shall front on a public street, pedestrian paseo or open space area devoted to public gatherings, except uses accessory to a hotel.*

The Hotel Expansion's lobby bar at the corner of Georgia Street and West Road has a highly visible pedestrian entrance directly from the public street.

Design Guideline 6: *Provide generous windows and openings at the street level so as to promote a high level of visual interest and transparency along public streets to promote pedestrian activity.*

Design Standard 6A: *Wall openings such as storefront windows and doors shall occupy a minimum percentage of a street level facade, as specified in the Table 4 below. However, up to 25% of this requirement may be satisfied through architectural treatment, including window boxes and displays, porte-cocheres, as well as public art elements as determined by the Cultural Affairs Commission.*

Table 4

Street	Minimum Wall Openings	Wall Openings, Proposed
11 th West of Georgia	50%	Proposed openings at street level would exceed 50% min. required.
Georgia	75%	80%
LA Live Way (formerly Cherry St.)	None specified	None proposed

Wall openings along Chick Hearn Court and LA Live Way would remain as existing to areas where there are no public spaces behind. At the added lobby entrances on Chick Hearn Court and Georgia Street, and the lobby bar on Georgia Street, the design and exterior materials demonstrate a high level of transparency to the space that would promote pedestrian activity.

Design Standard 6B: *Dark tinted, reflective or opaque glazing is prohibited for any required wall opening. Glazing for required wall openings shall allow for a minimum 90% light transmission.*

As shown in Exhibit A and as conditioned herein, the glazing within the required wall openings would not be dark tinted, reflective, or opaque and would have a minimum of 90% light transmission.

Design Guideline 7: *Incorporate architectural features that enhance the transition between buildings, streets, and public open space, and regulate the opportunity for sun and shade along public streets and common open spaces.*

Design Standard 7A: *Architectural features such as canopies, awnings, and overhangs shall be permitted to extend up to 5 feet beyond the face of the building.*

As shown in Exhibit A and as conditioned herein, architectural canopies and overhangs would not extend beyond the 5-foot limit, with the exception of the proposed pedestrian bridges, which extend over a private driveway and are intended to provide scale to the pedestrian environment as well as solar control.

Design Standard 7B: *Architectural features such as canopies, awnings, and overhangs shall be integral to the architecture of the building.*

As demonstrated in Exhibit A, canopies, awnings, overhangs, and bridges have been designed to enhance the overall appearance of the building composition and are integrated into the overall architectural style of the building.

Design Standard 7C: *Architectural features such as canopies, awnings and overhangs may be constructed of woven fabric, glass, metal or other permanent material compatible with the building architecture. Internally illuminated, vinyl awnings shall not be permitted.*

All canopies, awnings, building overhangs and proposed bridges have been designed to be compatible with the architectural design and would not be internally illuminated, vinyl awnings.

Design Standard 7C (Advisory Design Criteria): *Curb cuts along Figueroa and 11th Streets are discouraged, but are not expressly prohibited.*

The Project does not propose any new curb cuts along Figueroa Street. Although the Project does propose one new curb cut as part of the proposed sidewalk expansion along Chick Hearn Court near the intersection with Georgia Street, this access point would be for loading purposes only, is necessary to support the Project's proposed uses, and as stated in this Design Standard, new curb cuts on this frontage are discouraged but are not prohibited.

Design Standard 7C (Advisory Design Criteria): *More public entrances than the minimum specified, including building and/or tenant entrances, are encouraged along the District's streets, especially along Figueroa, Olympic and 11th (east of Georgia).*

The main street-level entry for the Conference Center Expansion lobby would be along Chick Hearn Court. The Hotel lobby and food and beverage entrances would be located along Georgia Street, consistent with this Advisory Criteria.

Design Standard 7C (Advisory Design Criteria): *Required wall openings (i.e., storefront doors and windows along a street level facade) should use clear glazing for maximum transparency, especially in conjunction with a retail use.*

The Project would include glazing in required wall openings that would maximize transparency into public spaces with low-e coatings where required due to energy performance requirements, including in conjunction with the proposed lobby and bar uses, consistent with this Advisory Criteria.

Design Standard 7C (Advisory Design Criteria): *Canopies, arcades, and/or building overhangs integral to the building architecture should be incorporated along a public street frontage. Integral shading devices are especially encouraged in conjunction with a primary building or tenant entrance, and along south facing elevations.*

Canopies, awnings, and overhangs have been designed to enhance the overall appearance of the building composition. Primary building entries have been designed to be clearly distinguishable, protected from the weather and to provide shade.

Design Guideline 8: *Establish a clear hierarchy of common open spaces distinguished by design and function to create an open, connective pedestrian realm conducive to both active and passive use. The district's common open spaces are comprised of the following open space types:*

The Project would include a hierarchy of common open spaces distinguished by design and function, transitioning from the sidewalks to entrances and lobbies, to interior public spaces, raised outdoor decks, commercial areas, and meeting areas. Specifically, the Project would provide a 36-foot wide public sidewalk at the corner of Chick Hearn Court and Georgia Street, with landscaping, street trees and lighting in accordance with the LASED Streetscape Plan. The public sidewalks at the corner and on Georgia Street then transition into ground floor lobbies for the Hotel Expansion and the Conference Center Expansion. From the Project interior, hotel guests and conference center visitors may access common open space in the form of a podium-level roofdeck that includes a pool deck, outdoor lounge, outdoor running track and gardens, as well as a Level 37 rooftop deck associated with the Hotel Expansion.

- *Streets: Streets are the most public of all open spaces within the District, and functions as links to the adjacent South Park and Downtown areas. Defined by building facades, streets communicate the highly public character of the District. They should be safe and comfortable for pedestrians, while accommodating necessary vehicular movement. Reference the LASED Streetscape Plan for applicable design standards and regulations.*

The Project would comply with the streetscape design criteria per the LASED Specific Plan and LASED Streetscape Plan, and would be consistent with the streetscape design for LA Live. This includes sidewalk design, landscape, hardscape, and lighting.

- *Sidewalks: Sidewalks, located within public right-of way, are the primary realm of pedestrians. As such, they provide the critical connections between destinations within the District and to its surroundings. Reference the LASED Streetscape Plan for applicable design standards and regulations.*

The Project would comply with the LASED Streetscape Plan, including curb borders, paving, street trees, and lighting. Furthermore, the Project would include wider sidewalks and better aligned crosswalks to improve the pedestrian experience and provide the critical connections between destinations within the LASED.

- *Building Setbacks (Sidewalk Extension): Building setbacks from the street are required along Figueroa, Olympic (between Georgia and Figueroa) and 11th (between Georgia and Figueroa). The required setback is 8 feet and is designed as an extension of the sidewalk. Setbacks are intended for commercial and sidewalk activities such as outdoor dining, window shopping, or especially heavy pedestrian traffic.*

Building Setbacks are not required along the Project's frontages, and therefore this does not apply to the Project. Notwithstanding, the Project would maintain the existing 15' sidewalk along Chick Hearn Court with an additional 21' at the intersection of Georgia Street and Chick Hearn Court to enhance the pedestrian experience at the entrance to the Conference Center Expansion. As noted above, the building would project over a portion of the existing sidewalk, which would be extended through a merger and resubdivision accomplished through the Project's VTTM to ensure the projection remains outside of the public right-of-way. As a result, the sidewalk would retain its required width, while a portion of Chick Hearn Court would be realigned to accommodate this sidewalk extension and more closely align with the roadway width immediately to the east across Georgia Street.

- *Paseos: Paseos are an important extension of the street grid. As outdoor passages devoted exclusively to pedestrians, they establish clear connections between streets, plazas and courtyards, building entrances, parking and transit facilities.*

Outdoor paseos are not proposed for the Project. Therefore this guideline does not apply to the Project.

- *Entry Forecourts: Entry forecourts announce the function and importance of primary building entrances. Their design creates a clear and comfortable transition between exterior and interior space.*

The Existing Hotel, which would provide the primary guest arrival experience, has an established and well-utilized entry forecourt accessed from Olympic Boulevard. In addition, the Hotel Expansion would include a lobby along Georgia Street providing secondary hotel access for hotel guests and staff which provides a clearly announced entrance and transition between the exterior and interior space.

- *Courtyards: Courtyards are common open space areas of a scale and enclosure that is conducive to social interaction at a smaller scale. These spaces in particular are treated as outdoor room with a high degree of enclosure.*

Courtyards are not proposed for the Project. Therefore, this guideline does not apply to the Project.

- *Plazas: Plazas are common open space areas typically amenable to larger public gatherings. They are readily accessible from the street, as well as active building uses.*

Plazas are not proposed for the Project. Therefore, this guideline does not apply to the Project.

- *Central Plaza: The Central Plaza is the central meeting and gathering place for the District, and is strategically located across from the Star Plaza at Crypto.com Arena. The Central Plaza is designed as a multiuse space that accommodates a variety of seasonal and celebratory events.*

The Project does not tie in directly to or abut the Central Plaza. Therefore this guideline does not apply to the Project.

- *Roofscape: Roof terraces and gardens augment District open space. Their design and location should encourage human occupation and use. These spaces are especially encouraged in conjunction with hotels or residential uses.*

The Hotel Expansion would include a rooftop pool deck over the Podium and a roof terrace over the Tower of the Hotel Expansion. These areas would augment open space in the LASED in conjunction with the Project's proposed hotel uses.

Design Guideline 8A: Open space types shall be sited in relation to the street in accordance with the Table 5 below.

Table 5: Required Open Space Locations & Street Connections

Open Space Type	Location	Connection to Street
Streets	Reference LASED Streetscape Plan	
Sidewalks	Reference LASED Streetscape Plan	
Building Setbacks	Street level required	Design as extension of sidewalk
Paseos	Street level required*	Direct connection to street required
Entry Forecourts	Street level required*	Direct connection to street required
Courtyards	Street level or above grade permissible	Direct connection to street not required

Plazas	Street level required*	Direct connection to street required
Central Plaza	Street level required*	Direct connection to street required
Roof Terrace	Above grade or rooftop permissible	Direct connection to street not req.

*permits minor deviations of up to 2 vertical feet from sidewalk level

Table 5a: Project Open Space Locations & Street Corrections

Open Space Type	Location	Connection to Street
Streets	Street design would be in accordance with the LASED Streetscape plan, including drop-off areas, sidewalk paving, street trees and lighting.	Georgia Street
Sidewalks	Sidewalk design would be in accordance with the LASED Streetscape Plan, including paving, street trees and lighting.	Georgia Street
Building Setbacks	Building setbacks along streets would be in accordance with the LASED and would be designed as extensions of the sidewalk. Building setback along north property line to accommodate private service drive.	Georgia Street
Paseos	None proposed.	N/A
Entry Forecourts	None proposed.	N/A
Courtyards	None proposed.	N/A
Plazas	None proposed.	N/A
Central Plaza	None proposed.	N/A
Roof Terrace	Proposed roof terraces would be located on levels 5 and 38 of the West Tower.	No direct connections to the street proposed.

Open spaces, sidewalks, and building setbacks would be designed in accordance with Specific Plan requirements and guidelines. Podium and roof level terraces would serve as exterior space for the Hotel Expansion and would provide open space amenities for hotel and conference center guests.

Design Guideline 8B: *Open space types shall permit public access in accordance with Table 6. At a minimum, public access shall be provided during normal business hours.*

Table 6

Open Space Type	Public Access Required in LASED	Public Access in Project
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Streets	Reference Streetscape Plan	LASED	All ground level open spaces would be publicly accessible during normal business hours
Sidewalks	Reference Streetscape Plan	LASED	
Building Setbacks	Required		
Paseos	Required		
Entry Forecourts	Required		
Courtyards	Not required		
Plazas	Required		
Roof Terrace	Not required		N/A
Central Plaza	Required		

All ground level open spaces would be publicly accessible during normal business hours.

Design Guideline 9: *Provide a diversity of open space throughout the District to reinforce its public character, including space devoted to public gatherings pedestrian movement, and other social and recreational functions.*

The Project would provide a variety of public and private open spaces to foster pedestrian circulation and gathering, including widened public sidewalks, as well as a rooftop pool deck over the Conference Center Expansion podium, which includes a perimeter running track, and an amenity roof deck on Level 37 as part of the Hotel Expansion.

Design Standard 9A: *The size and number of each open space type shall be provided in accordance with the following Table 7, in addition to any requirements identified within the Open Space/Landscape Regulations of the Specific Plan.*

Table 7: Required Open Space Size and Number

Open Space Type	Min. Number	Min. Area	Min. Dimension
Streets	Reference LASED Streetscape		
Sidewalks	Reference LASED Streetscape		
Building Setbacks	Per setback req.	None specified	8 feet
Paseos	None specified	None specified	20 feet
Entry Forecourts	None specified	None specified	None specified
Courtyards	None specified	400 s.f.	15 feet
Plazas	1 per Sub-area, except Olympic West	1,000 s.f.	25 feet
Central Plaza	1 shall be located within Olympic West	30,000 s.f.	100 feet
Roof Terrace	1 per residential project	400 s.f.	15 feet

Table 7a: Project Open Space Size and Number

Open Space Type	Compliance
Streets	To comply with LASED Streetscape requirements.
Sidewalks	15' min sidewalk along Georgia with a portion having an additional 21' beyond the 15' min sidewalk width, which is consistent with the LASED Streetscape Plan
Building Setbacks	None applicable to these Project's frontages.
Paseos	None proposed nor required
Entry Forecourts	None proposed nor required.
Courtyards	None proposed nor required.
Plazas	None proposed nor required.
Central Plaza	None proposed nor required.
Hotel 5 th Floor Terrace	Although not required for a non-residential project, the Project would still provide approx. 42,925 sf of common open space on the podium rooftop, including 4,800 sf pool deck, 1,950 sf outdoor lounge, 3,500 sf hospitality terraces and 32,675 sf running track/garden.
Hotel 38 th Floor Terrace	Although not required for a non-residential project, the Project would still provide an approx. 930 sf amenity deck, including deck and landscaped areas.

Design Guideline 10: *Make the District conducive to a variety of outdoor activities such as standing, sitting, strolling, conversing, window shopping, dining, etc. Incorporate amenities that support these activities. In particular, add seating for comfort and use plants for their shading, cooling, and aesthetic qualities.*

Design Standard 10A: *Each open space type shall provide amenities in the form of a minimum planted area and number of seats in accordance with Table 8 below.*

Newspaper racks on private setback, shall be provided at a rate no greater than 2 per block and be of a design consistent with that of the Streetscape.

The current proposed design does not include newspaper racks in any private setbacks. This design guideline therefore does not apply to the Project.

Table 8: Required Amenities Provided in Open Space

Open Space Type	Min. Planted Area	Min Seating*
Streets	Reference LASED Streetscape Plan	
Sidewalks	Reference LASED Streetscape Plan	
Building Setbacks	Reference LASED Streetscape Plan	None specified
Paseos	5%	1 seat per 2,000 sq. ft. (13 seats required)
Entry Forecourts	None specified	None specified
Courtyards	15%	1 seat per 500 sq. ft.
Plazas	15%	1 seat per 500 sq. ft. (11 seats required)
Central Plaza	10%	1 seat per 250 sq. ft.
Roof Terrace	15%	None specified

*seats may be permanent or temporary, accessible during normal business hours

**benches and seat walls are to be counted at a rate of 1 seat per 2 lineal feet of bench of seat wall

Table 8a: Proposed Project Amenities Provided in Open Space

Open Space Type	Min. Planted Area	Min Seating
Streets	Complies with LASED Streetscape Plan	
Sidewalks	Complies with LASED Streetscape Plan	
Building Setbacks	N/A	
Paseos	None proposed.	N/A
Entry Forecourts	None proposed.	N/A
Courtyards	None proposed.	N/A
Plazas	None proposed.	N/A
Central Plaza	None proposed.	N/A
Roof Terrace	Will comply with LASED.	Proposed roof terraces include planters and a variety of seating.

The Project would include seating, landscaping and minimum planted areas on streets, sidewalks and roof terraces in accordance with Specific Plan requirements and guidelines, as indicated in the table above.

Design Guideline 11: *Design open space areas so as to lend them the character of outdoor rooms contained by buildings and landscape that comfortably support human occupation and use.*

Design Standard 11A: *Open space types shall generally be contained along a minimum percentage of their perimeter by building and/or architectural features, according to Table 9 below.*

Table 9

Open Space Type	Min. Containment	Proposed Project Containment
Sidewalks	Reference the LASED Streetscape Plan	Complies with LASED Streetscape Plan
Streets	Reference the LASED Streetscape Plan	Complies with LASED Streetscape Plan
Building Setbacks	Reference Min. Street Wall Requirements	Complies with Min. Street Wall requirements
Paseos	50%	N/A
Entry Forecourts	25%	N/A
Courtyards	75%	N/A
Plazas	50%	N/A
Central Plaza	50%	N/A.
Roof Terrace	25%	The Project complies with the minimum 25% containment as the proposed roofdecks would be contained by

		perimeter building and / or architectural features
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As noted in the table above, building edges would define all public open spaces in accordance with Specific Plan requirements and guidelines.

Design Standard 11 (Advisory Design Criteria): *Plazas and courtyards may incorporate amenities beyond the minimum required, including permanent and/or temporary seating, to facilitate their enjoyment and use. Seating should be placed with consideration to noontime sun and shade; mature deciduous trees should be planted as the most effective means of providing comfortable access to sun and shade.*

The Project does not include courtyards or plazas; however, amenities such as landscaping would be provided on above-grade terraces. Trees would be selected for their suitability for all seasons in compliance with the LASED Streetscape Plan requirements and Urban Forestry Division policies, as applicable.

Design Standard 11 (Advisory Design Criteria): *Roof terraces should incorporate trees and other plantings in permanent and temporary planters that will shade, reduce reflective glare, and add interest to the space. These spaces should also include permanent and temporary seating that is placed with consideration to sun and shade, and other factors contributing to human comfort.*

All roof terraces propose landscaping, hardscaping, seating and other features, to address sun, shade, and reflective glare. The project proposes twelve (12) California Fan Palm trees, vine trellises, and cabanas which will provide shade, reduce glare, and provide visual interest to the terrace. Pool lounging furniture and additional seating options will be placed in coordination with trellises, trees, and umbrellas to help provide a comfortable, shaded environment for hotel guests and visitors.

Design Standard 11 (Advisory Design Criteria): *Plants and other landscape features should further contribute to the containment of open space.*

The Project would include landscape features to define and contain the space in the proposed roofdecks, contributing to the containment of the proposed open space areas.

Design Standard 11 (Advisory Design Criteria): *Landscape elements should support an easy transition between indoors and outdoors through such means as well-sited and comfortable steps, shading devices and/or planters that mark building entrances, etc.*

The Project would include landscape features in accordance with Specific Plan requirements and guidelines to support an easy transition between indoor and outdoor areas, on the proposed podium and Hotel Expansion roofdecks. Ground-floor treatments would comply with the LASED Streetscape Plan.

Design Standard 11 (Advisory Design Criteria): *Landscape elements should establish scale, reinforce continuity between indoors and outdoors space, and enhance the open connective quality of the District. Mature canopy trees should be provided within the District's open spaces, especially along streets and required setbacks.*

The Project would include landscape features in accordance with Specific Plan requirements and guidelines to provide continuity between indoor and outdoor areas and enhance the quality of the District. Ground-floor treatments and street trees would comply with the requirements of the LASED Streetscape Plan.

Design Standard 11 (Advisory Design Criteria): *Landscape elements should provide scale, texture and color throughout the District. A rich, yet coordinated palette of landscape elements that enhances the District's identity and role as a special place is encouraged.*

The Project would include landscape features in accordance with Specific Plan requirements and guidelines, to provide scale, texture and color, consistent with the District. Ground-floor treatments and street trees would comply with the requirements of the LASED Streetscape Plan.

Design Guideline 12: *Reduce the visual impact of vehicular circulation and parking so as to promote sidewalk interest and pedestrian activity.*

The Project would limit new curb cuts that serve the existing Olympic West Parking Structure to one new loading driveway along Chick Hearn Court when compared to existing conditions. As a whole, the Project would activate the project site, reducing the visual impact of vehicle circulation and promoting sidewalk interest and pedestrian activity, by providing active ground floor uses at the Chick Hearn Court and Georgia Street corner, providing a wide sidewalk extension, and adding new ground floor lobbies and retail space.

Design Standard 12A: *On-site surface parking facilities (i.e., parking lots) are prohibited within the District, except surface parking associated with a residential or hotel drop-off (porte-cochere), and existing surface parking facilities that shall be phased out by proposed development.*

The Project does not include surface parking facilities. Therefore, Design Standard 12A does not apply to the Project.

Design Standard 12B: *Any drive-through establishments shall be designed in consultation with LADOT, with adequate on-site queuing and access, in order to avoid spillover queuing within public streets.*

The Project does not include drive-through establishments. Therefore, Design Standard 12B does not apply to the Project.

Design Guideline 13: *Locate ground floor parking to minimize its visibility along street level facades.*

Design Standard 13A: *Parking facilities shall be located behind building or tenant space along street level facades, except for street frontage devoted to vehicular access, drop-off or valet parking facilities devoted to a residential or hotel drop-off (e.g., porte-cochere). In the Olympic West Sub-area, parking facilities may be located along the street frontage on Cherry Street, while other means of screening may be provided along Olympic Boulevard and 11th Street west of Georgia, including but not limited to display window boxes and public art elements as determined by the Cultural Affairs Commission.*

The Project retains the existing ground floor parking within the Olympic West parking structure. The Project would also activate the corner of Chick Hearn Court and Georgia Street, as well as the overall Georgia Street frontage, which are currently characterized by parking facilities, by instead providing active ground floor uses at the Chick Hearn Court and Georgia Street corner, providing a wide sidewalk extension, and adding new ground floor lobbies and retail space with transparent building materials for visual interest.

Design Guideline 14: *Locate access to service and loading facilities in non-obtrusive locations so that they are separated from pedestrian paseos and primary building entrances.*

The Project would include a new loading facility at the west end of the Conference Center Expansion and a new hotel loading dock towards the east end at the Hotel Expansion, along Chick Hearn Court, at street level, in a non-obtrusive location. The Conference Center Expansion loading dock is of pass-thru configuration so that departing vehicles/trucks will exit onto LA Live Way.

Design Standard 14A: *Street-level access to service and loading facilities shall be located a minimum of 50 feet from a primary building entrance, pedestrian paseo, or public outdoor gathering area. This guideline shall not apply to a residential or hotel drop-off (porte-cochere).*

Street level access to all service and loading facilities would be located over 50' from any primary building entrances or outdoor public gathering areas, as there are no paseos proposed for the Project. The loading dock on Chick Hearn Court has secondary entrances located under 20 feet from the edge of the loading dock. The primary entrance is located roughly 75 feet from the loading dock. See the loading dock on Exhibit A sheet A1.101.

Design Guideline 15: *Screen and buffer service and loading facilities so as to block unsightly views from public streets, open spaces, and other sensitive uses.*

Design Standard 15A: *Service and loading facilities shall be screened from public view by a wall integral to the building architecture and/or landscape treatment creating an opaque barrier. Walls or landscape treatment shall be screened to a minimum height of 8 feet.*

Hotel Expansion: Service and loading facilities would be screened from public view by full height walls, consistent with the design of the podium. In addition, a roll down door would also screen the loading facilities from public view.

Conference Center Expansion: The existing service and loading dock facilities are to remain, with one new egress location from LA Live Way. The loading facilities would be screened from public view when necessary.

Design Guideline 16: *Architecturally incorporate or screen equipment such as mechanical units, antennas, or satellite dishes.*

Design Standard 16A: *Mechanical equipment shall be either screened from public view or the equipment itself shall be integrated with the architectural design of the building.*

Mechanical equipment and transformers would be located away from public view. Mechanical areas would be located below grade, within the buildings, and on rooftops. Rooftop units would be architecturally screened by elements integral to the building design.

Advisory Design Criteria: *Commercial projects are encouraged that are designed in an architectural style and character that is complementary of STAPLES Center and Downtown L.A., and promotes a unique district identity. Building architecture should present a clean, modern, and bold style that reflects a one-of-a-kind regional sports and entertainment district.*

The design of the Project presents a clean and bold style, incorporating a modern appearance and permanence, complementary of the design of LA Live, reflecting the unique character of the District and contributing to the urban environment of downtown Los Angeles.

Advisory Design Criteria: *Buildings along Flower Street should create a compatible visual and functional transition to the adjacent South Park District. They should present a transitional mixed-use and residential character between the heart of the District along Figueroa Street and the adjacent south Park residential neighborhood.*

The Project is not located along Flower Street (or Figueroa Street) but nonetheless would present a mixed-use character consistent with the District.

Design Guideline 17: *Use building mass and orientation to define and place strong visual emphasis on the street and other important public open space.*

Design Standard 17A: *Buildings shall establish a "podium" that defines the street edge and contains open space at a minimum building height of 35 feet.*

The Project would be located on top of the existing West Garage podium with open space starting at over 70 feet above grade on either side of the building. In addition, the five-level podium and 37-level Hotel Expansion are generally built to the property line, and provide a strong visual emphasis and connection to the street level in massing and materials.

Design Guideline 18: *Incorporate a pedestrian-oriented scale at the street level.*

Design Standard 18A: *An identifiable break shall be established between a building podium and tower element. Such a break may consist of a setback, change in material, change in fenestration, or similar means of articulation.*

The Project includes identifiable breaks with the podium and tower elements, including setbacks and changes in plane, changes in material and above-grade open areas on the podium rooftop. The project also provides active ground floor uses, wide sidewalks that conform with or exceed LASED requirements, and transparent materials in order to create a pedestrian scale at the street level.

Advisory Design Criteria: *Building towers that create landmarks, punctuate the District, and define view corridors are encouraged. Towers should be located in accordance with established limitations that sensitively respond to view corridors and light and shadow impacts on public open space. The Figueroa Central Sub-area tower should present an especially strong iconic and memorable image at the heart of the sports and entertainment district.*

The Project's tower will conform to this design requirement and would create a new landmark that punctuates the District, including a unique architectural beacon element, that results in a strong and memorable design style.

Advisory Design Criteria: *Podium massing, articulation and detail, street level building entrances and storefront windows and doors, as well as the use of quality materials and decorative details should be employed to promote pedestrian scaled architecture along the street.*

The Project would incorporate architectural elements and materials that provide scale and quality to the pedestrian environment, including street-level entrances, setbacks, and variations in exterior façade design.

Design Guideline 19: *Articulate building façades to avoid extensive blank walls that would detract from the visual interest and appearance of an active streetscape. In particular, use building fenestration to unify a building's appearance and add to a street facade's interest, scale and three-dimensional quality.*

Design Standard 19A: *A street level facade wall shall not extend greater than 30 lineal feet without some manner of articulation. Articulation may be provided in the form of an arcade, periodic change in wall plane, building material and/or color, the introduction of building fenestration, storefront signage, or other approach that creates visual interest, and/or shadow lines.*

Building street walls would be articulated through the use of architectural canopies, wall openings and material changes, included variations in multiple types glazing and metal materials, and shifts in plane that provide visual interest, texture and depth, and unify the building's appearance.

Design Standard 19B: *A building facade above street level shall not extend greater than 100 lineal feet without some manner of articulation, such as fenestration relief, shadow line, or change in materials.*

The Project design would include building exterior façade features, such as setbacks and changes in material, to provide articulation to the design. The Georgia Street ground floor and new construction on the Chick Hearn Court ground floor provide variation and articulation through several changes of material, including patterned metal panels and streetfront glass glazing, and metal canopy overhangs oriented around pedestrian access points.

Advisory Design Criteria: *In general, glass curtain walls are discouraged.*

The Project would include unitized multi-color curtain wall systems. The Project's proposed combinations of strip spandrel and vision glazing, and beacon spandrel and vision glazing would create interlocking patterns that provide visual interest and a high-quality design throughout the proposed Hotel Tower.

Advisory Design Criteria: *Street level architecture that adds richness and variety to the pedestrian experience of the District is encouraged. Buildings should use a clear pattern of openings and create shadow lines that enhance the street wall, with special accommodations for exuberant storefront design in keeping with District character.*

The Project would provide well-marked and articulated entrances that clearly differentiate entrances through the use of scale, material, metal canopies and architectural treatment.

Advisory Design Criteria: *Provide well-marked, articulated, and differentiated building entrances as a helpful cue to access and addressing major uses. All public entrances to a building or use should be enhanced through compatible architectural or graphic treatment. Main building entrances should read differently from a retail storefront, restaurants, and commercial entrances.*

The Project would provide well-marked and articulated entrances that clearly differentiate public entrances to the Hotel and Conference Center Expansion lobbies and the proposed food and beverage use through the use of scale, material, metal canopies, and architectural treatment.

Advisory Design Criteria: *Materials and colors that are compatible with the vibrant and energetic character of the District, while exhibiting a permanence and quality appropriate to an urban setting are encouraged.*

The Project would use materials and colors that enhance the vibrant and energetic character of the District, while contributing to the permanent quality of the urban environment. Project materials include multiple complementary types of strip vision and spandrel glazing and beacon glazing with metal paneling in distinct tones to provide texture, quality and depth appropriate to the urban environment.

Advisory Design Criteria: *Materials should unify a building's appearance with accommodations for exuberant storefront and facility design in keeping with the area's character as a sports and entertainment district.*

The materials used for the Project would create an exuberant yet harmonious design that complements the LASED Area character. Transparent materials would activate ground-floor uses. Varied complementary metal and glass materials would provide a unified design consistent with the character of the area.

Design Guideline 20: *Establish separate Sign Districts that support the overall design and land use concept for the LASED. Contribute to a lively, colorful, and exciting pedestrian atmosphere with animated and illuminated signage and graphics that are compatible with sports, retail, and entertainment uses. Sign districts are identified as follows:*

Sign District A: *Sign District A includes those areas along Figueroa that directly face Crypto.com Arena. This Sign District will permit prominent and dynamic sign types, including video display, LED reader boards, and electronic billboards. Likewise, street level tenants will be encouraged to present dynamic, state of-the-art façades with expressive lighting, audio-visual effects, and dimensional signage. The amount and intensity of permitted signage shall be somewhat less than Sign District A-1, nevertheless Sign District A will be an energetic and highly activated intense area of dynamic signage.*

Sign District A-1: *Sign District A-1 includes the Central Plaza, the Convention Center Hotel, and those façades of other buildings in the Olympic East Subarea that most directly face the Central Plaza and STAPLES Center. The Central Plaza, the plaza for the Convention Center Hotel and those façades facing each in particular will be a focus of intense activity, and the signage will communicate this excitement. In addition, the Central Plaza will include Plaza Tower Signs. This Sign District will permit the most prominent and dynamic sign types, including video display, LED reader boards, and electronic billboards. Likewise, street level*

tenants will be encouraged to present dynamic, state-of-the-art façades with expressive lighting, audio-visual effects, and dimensional signage.

Sign District B: *Sign District B generally encompasses buildings and uses located along Olympic and Figueroa north of 11th Street. These streets will be active and engaging places, and signs will support the vitality and action along these streets. Signage that enhances the presence of the various uses along these streets will be encouraged, and tenants will incorporate innovative and dynamic signage. In addition, District B will include a limited amount of Freeway Edge signs. The amount of signage will be somewhat less than Sign District A, in recognition of Olympic and Figueroa's function as primary traffic movers; animated signage will be restricted up to 35 feet to minimize distractions to motorists.*

Sign District C: *Signage within Sign District C will be most restrained to respond to residential uses within and adjacent to this area. The intent is to promote a more peaceful living environment without undue impacts upon residential uses. Smaller signs, no animation, less lighting and shorter operating hours will create a proper transition between the excitement of the Central Plaza and nearby neighborhoods.*

The Project's sign program would be located within Sign District B and responds to the guidelines for Sign District B by providing signs that support the vitality and action along the Project's frontages. In addition, architectural elements give punctuation to the sign to activate the pedestrian environment. As contemplated in the Specific Plan, the Freeway Edge Signs on the west façade would be architecturally integrated into the Project as a whole, and would add visual interest to what would otherwise be a blank wall facing the freeway.

Individual Sign Character (Advisory Design Criteria)

Signs that accentuate the architecture of the District and contribute to a lively and visually stimulating experience are encouraged. Signs should be conceived as an integral part of the design so as not to appear as an afterthought application.

The location, size, and appearance of building identification signs should complement the building and overall character of the district.

Tenant identification signs should fit comfortably into the storefront architecture; at the same time, they should be bold and dynamic in image, color, materials, and design.

The location, size, and appearance of tenant identification signs should contribute to a high level of street activity, and enhance the shopping and entertainment experience that is desired for the District.

The Freeway Edge Signs have been designed to be architecturally integrated into the Project, providing visual stimulation and identification of the District to its western frontages. The Wall Signs located at the northeast corner have been designed to be architecturally integrated with the façade and materials, and provide design connectivity with LA Live and the Existing Hotel. The proposed signage fits into the overall horizontal rhythm and changes in material that is present in the rest of the building along these facades. Building signs proposed would blend into the storefront architecture as well as the upper tower design in a manner that coheres with the Project's overarching design.

The signage design would match the overall vision of the Los Angeles Sports and Entertainment District to create a landmark sense of entry and coherent and vibrant visual experience.

Design Guideline 21: The Specific Plan does not contain a Design Guideline 21.

Design Guideline 22: Locate and design signs for maximum visibility and legibility.

Design Standard 22A: Signs shall generally face the centerline of the street, except tenant blade signs, entertainment marquee signs, freeway edge signs, and temporary displays. In addition, this standard shall not apply to A-1 District signs or district identification signs.

Design Standard 22B: Tenant identification wall signs shall be located directly behind or above clear, untinted storefront glazing.

Advisory Design Criteria

A building or tenant identification wall sign should be legible to the pedestrian from the opposite sidewalk.

Signs proposed under this signage program would generally face the centerline of the street and would provide needed visibility and legibility. Tenant I.D. Signs are not a part of this application, and are anticipated under separate Planning Department signoffs, as the Project is built, and tenants move into specific storefront locations.

Design Guideline 23: Incorporate animated and illuminated signs that are in keeping with the active character of the District.

Design Standard 23A: Signs shall use appropriate means of illumination. These include: neon tubes; fiber optics, incandescent lamps, LEDs, cathode ray tubes, shielded spotlights, and wall wash fixtures.

Design Standard 23B: Illuminated signs may incorporate animation, such as flashing elements (i.e., borders, writing, pictorial representations, emblems or other figure of similar character) or a flashing sign surface that serves as a field backdrop during operation, except along Flower Street.

Design Standard 23C: Animated Signs and Electronic Message Display Signs which directly front a freeway shall be discouraged. Total Animated Sign and Electronic Message Display Sign square footage within the Olympic West Subarea shall be limited to 1500 square feet. Those approved animated signs fronting a freeway shall be limited to a refresh rate of no more than once every four seconds, with an interval between messages of not less than one second, and the intensity of illumination will not change.

Advisory Sign Criteria

Innovative Sign Technologies are encouraged.

LED and other signs would use focused light fixtures to direct light onto the surface of the sign directly from above and below the sign to greatly minimize light spill. Signs M1, M2, M3 and M4 would replace the existing Staples Center pole sign with a larger, state of the art sign that would incorporate Electronic Message Display, with a four second refresh rate for the portion facing the freeway.

Design Guideline 24: Require signs that exhibit quality and contribute to the civic character of the District.

Design Standard 24A: Except as otherwise provided in the Specific Plan, the following signs are prohibited:

- (a) Internally illuminated awnings*
- (b) Conventional plastic faced box or cabinet signs*
- (c) Formed plastic faced box or injection molded plastic signs*
- (d) Luminous vacuum formed letters*
- (e) Odor-producing signs*
- (f) Any sign covering windows, with the exception of Supergraphic Signs, which shall maintain outward views from windows*
- (g) Pole signs*
- (h) Sandwich board signs*
- (i) Off-site signs*

The Project does not propose any Prohibited Signs.

Design Guideline 25: Minimize glare upon adjacent properties, sensitive uses, and roadways.

Design Standard 25A: *A parking structure's internal light fixture luminaries shall be shielded from adjacent uses and properties.*

Design Standard 25B: *Lighting shall be directed away from adjacent properties and roadways, and shielded as necessary.*

Advisory Design Criteria

Lighting that promotes District identity is encouraged; lighting should offer a unique and visually stimulating experience, accentuate the surrounding architecture, and highlight special uses and activities.

Innovative lighting technologies are encouraged.

LED and other signs would use focused light fixtures to direct light onto the surface of the sign directly from above and below the sign.

Architectural Lighting (Advisory Design Criteria)

Architectural lighting that promotes public safety and supports the District's vitality and nightlife is encouraged.

Architectural lighting should complement and accentuate the building architecture.

The Project's lighting would help to accentuate the building's architecture and to illuminate adjacent sidewalks, and enhance lighting levels in the area, thereby creating a safer, more welcoming pedestrian environment to ensure both public safety and a vital nightlife. Major sign elements are integrated into the architecture of the structure to accentuate the design elements.

Landscape Lighting (Advisory Design Criteria)

Landscape lighting that promotes public safety and supports the District's vitality and nightlife is encouraged.

Landscape lighting should be of a character and scale that relates to the pedestrian and highlights special landscape features.

All landscaped areas would include special highlight illumination to promote pedestrian safety and highlight landscape features.

Design Guideline 26-27: Central Plaza

Not applicable to the Subarea. The Project is part of the Olympic West Subareas; therefore, these Regulations do not apply.

Design Guideline 28: 11th Street Pedestrian Area

Not applicable to the Subarea. The Project is part of the Olympic West Subareas; therefore, these Regulations do not apply.

Section 10.C: Central Plaza Regulations.

The Central Plaza Regulations pertain to the Olympic East Subarea. The Project is part of the Olympic West Subareas; therefore, these Regulations do not apply.

Section 10.D.1: Open Space/Landscape/Pedestrian Linkage Regulations - General Open Space Requirements.

Section 10.D, Urban Design Guidelines, sets forth open space requirements for development within the LASED area. Section 10.D.1 (a) requires a minimum of 150,000 square feet of the open space within the entire LASED area and requires that the open space be provided in the form of courtyards, plazas, pedestrian paseos, Private Setbacks, roof terraces, gardens, or other similar outdoor gathering spaces. The Project would include a total of approximately 45,130 square feet of open space, which would be provided on a series of roof decks and terraces, and thus contributes towards the fulfillment of this districtwide requirement, whereas under existing conditions, no open space is provided on the Project Site.

Section 10.D.2: Open Space/Landscape/Pedestrian Linkage Regulations – Residential Open Space Requirements.

Section 10.D, Urban Design Guidelines, sets forth open space requirements for residential development within the LASED area. This section requires that a minimum of 150 square feet of open space be provided for each residential unit.

The Project would not include residential units; therefore, the residential open space requirements do not apply.

Section 10.E: General Landscaping Requirements.

The Project would comply with Section 10.E, which sets forth landscaping requirements for projects within the LASED area. The required planted areas would be designed and installed

in compliance with LASED requirements and guidelines including street trees planted in conjunction with special pavement treatments that link the Project with the corridor.

The podium-level terraces would contain a minimum 15% planted area, consistent with these requirements. All planted areas would be irrigated with an automated system, which would incorporate low-flow technology and flow sensors, in compliance with the City's water conservation requirements. In addition, plant material with drought resistant characteristics would be incorporated in the landscaping for the Project. There are no surface parking lots included in the Project.

Section 10.F: General Pedestrian Linkage Requirements.

The Project would comply with Section 10.F, which regulates the provision of Pedestrian Linkages within the LASED area. Section 10.F.2 requires that pedestrian linkages consist of attractive hardscape, landscape, lighting improvements, and directional signs. Section 10.F also requires a public sidewalk adjacent to projects of 15 feet in width, as well as the provision of Private Setbacks along certain frontages.

All the Project's public sidewalks would be at least 15 feet in width. There are no Private Setback requirements for the Project's frontages.

The Project may include special paving or sidewalk treatment to create visual interest for the hotel entry. The Project would provide pedestrian linkages between the Project, the Convention Center, Crypto.com Arena, and other developments within the LASED area, consistent with Exhibit 5 of the Specific Plan. Attractive hardscape, landscape, and lighting improvements would be provided according to the LASED requirements and guidelines.

LASED Streetscape Plan. Sidewalks, street trees, and street lighting would be installed in compliance with the requirements and specification of the LASED Streetscape Plan and would be integrated with the existing conditions at LA Live and the Existing Hotel. Sidewalks would be at least 15 feet wide from face of curb to the property line. 24 Street trees would be provided along the edges of the street frontages within the public right-of-way. Streetlights would be the same as those approved/installed in 1999; 400W metal halide luminaries on 30-foot tall electrifiers, generally spaced 112 feet on center. Post top pedestrian lights on 12-foot octagonal poles shall be installed at the corners centered between the street lighting according to the approved pattern.

SECTION 11: ELEVENTH STREET PEDESTRIAN AREA. The LASED permits 11th Street (Chick Hearn Court), between Figueroa Street and Georgia Street to be used as a public gathering place and a place for public activities during nonpeak hours. The Project does not have a street frontage on 11th Street between Figueroa Street and Georgia Street, therefore Section 11 is not applicable. However, in connection with the Project, the Applicant has requested certain amendments to the LASED Specific Plan to update its various design and operational requirements relative to the 11th Street Pedestrian Area, in the event that 11th Street Pedestrian Area is vacated or otherwise permanently closed to vehicular traffic in the future.

SECTION 12: ON-SITE ALCOHOL CONSUMPTION REGULATIONS. The Project anticipates containing on-site alcohol uses and has submitted a request to modify the existing Alcohol Use Approval of the Existing Hotel and Conference Center (ZA-2009-3289-PAB-PA1) to cover the Hotel Expansion and Conference Center Expansion, subject to the requirements

of Section 12 of the LASED as well as any additional conditions of approval imposed under Case No. ZA-2009-3289-PAB-PA1.

SECTION 13: OFF-SITE ALCOHOL CONSUMPTION REGULATIONS. The Project does not anticipate containing off-site alcohol uses. Therefore, these regulations do not apply.

SECTION 14: TRANSPORTATION AND PARKING REGULATIONS.

Section 14.A: Project Trip Generation

Section 14.A requires that the Applicant calculate the number of Trips for a Project, based on the Trip Generation Table in Appendix B of the Specific Plan, for review and approval by the General Manager.

References to the “LASED Project” refer to the entire LASED Project as defined in the Specific Plan and EIR. References to the “LASED Project Applicant” refer to the Master Developer of the overall LASED Project.

References to the “Project” refer to the specific development project that is the subject of this PPCR. References to the “Project Applicant” refer to the applicant for this specific project. Based on the Trip Generation Table (in the 2010 Specific Plan Amendment), the Project would generate the following trips according to the Trip Generation Table:

Land Use:	Hotel – 851 net new rooms
Trip Rate:	0.739 trips per room (PM Peak Hour)
Trips:	$851 \times 0.308 = 262$ trips
Land Use:	Convention Center Expansion – 228,200 square feet
Trip Rate:	0.820 trips per 1,000 square feet (PM peak hour)
Trips:	$228.2 \times 0.820 = 187$ trips
Total Trips	262 Hotel 187 Convention Center Expansion <i>449 Total PM Peak Hour Trips</i>

Section 14.B: Required Traffic Improvements.

Section 14.B.1: Phasing Plan

Section 14.B.1 requires that prior to the approval of the first Project Permit Compliance, the LASED Applicant shall submit to DOT for approval a Traffic Mitigation Phasing Plan (TMPP) to identify improvements in connection with individual development.

The LASED Applicant has submitted the TMPP to LADOT (dated August 14, 2002), and the General Manager has approved the plan.

Section 14.B.2: Improvement Assignments

Section 14.B.2 requires that prior to issuance of a Project Plan Compliance Review approval for a Project, the General Manager, the Director of Planning and the Applicant shall assign traffic improvements to the Project.

Pursuant to Section 14.B.2, proposed traffic improvement assignments from the improvements contained in Appendix C to the Specific Plan have been developed for the

Project (see attached “Table A: LASED TMPP – “Designated Mitigations for Olympic West Block, Development Site 1a and 1b (West Parcel)”).

Section 14.B.3(a): Guarantee of Traffic Improvements

Section 14.B.3(a) requires that, prior to issuance of a building permit, the Applicant shall guarantee construction of any traffic improvements for which the Applicant is responsible.

Section 14.B.3(a) further provides that, prior to the issuance of a Certificate of Occupancy, the Applicant must provide plans for and construct the improvement. However, pursuant to Section 4(i)(d) of the approved TMPP, where the Project contribution to an improvement is less than 50% in total, the Project shall instead contribute its pro-rata fair share of the final cost of required improvements in the form of a Letter of Credit to the satisfaction of LADOT, prior to the issuance of a Certificate of Occupancy.

Where applicable, prior to the issuance of a building permit the Applicant shall guarantee construction of any traffic improvements identified in connection with this Project in Table A for which the Applicant is 100% responsible.

Where applicable, prior to the issuance of a Certificate of Occupancy, the Applicant shall provide plans and construct such improvements as identified in the above-referenced Table A for which the Applicant is 100% responsible. Where applicable, where the Project contribution to an improvement is less than 50% in total, the Project shall contribute its pro-rata fair share of the final costs of required improvements in the form of a Letter of Credit to the satisfaction of LADOT.

Section 14.B.3(b): Fair Share Traffic Improvements for Harbor Freeway 9th Street Northbound Off-Ramp

Section 14.B.3(b) requires that the LASED Project Applicant shall provide suitable guarantees for the LASED Project’s fair share of the cost of this improvement.

The requirements of this section are not applicable to the Project and have not been assigned to the Project. The LASED Applicant shall ensure the provision of guarantees for this improvement in connection with the development of other parcels within the LASED area, per the TMPP. This mitigation was assigned to the Figueroa South parcel as part of DIR-2005-5518, approved on November 1, 2005.

Section 14.B.3(c): Guarantee Provisions

The Project would comply with the requirements of Section 14.8.3.(c), Guarantee Provisions, which provide that any guarantee may be satisfied by a letter of credit, surety bond, or other suitable guarantee satisfactory to the City Engineer and the General Manager.

Section 14.B.4: Traffic Improvement Modifications

Section 14.B.4 allows that the LADOT General Manager, with the Director of Planning, may determine a transportation improvement is infeasible and substitute an alternate measure.

The Project Applicant is not seeking any modifications to the transportation improvements required of the Project.

Section 14.C: Transportation Demand Management (TDM) Regulations

Section 14.C.1: Transportation Management Organization

Section 14.C.1 requires that owners within the Specific Plan area shall establish a TMO in which all owners of property and tenants within the Specific Plan area shall participate. Further, Section 14.C.1 requires owners to establish a Transportation Demand Management Plan to be reviewed and approved by the General Manager of LADOT.

The LASED Applicant has submitted a Transportation Demand Management (TDM) Plan for the Specific Plan area dated May 12, 2003 as required by Section 14.C.1. The General Manager of LADOT has approved this Plan (See TDM Plan and LADOT's May 14, 2003 approval letter.)

In compliance with Section 14.C.1 and the LASED TDM Plan, the Project would participate in a TMO with other property owners within the Specific Plan area.

Section 4 of the LASED TDM Plan (dated May 12, 2003) requires each development project to make commitments to utilize those TDM measures listed in the LASED TDM Plan that the Project deems appropriate to ensure compliance with the Plan, and to identify those commitments in the Project Plan Compliance Application.

Pursuant to Section 14.C.1 of the Specific Plan, and Section 4 of the LASED TDM Plan, the Project proposes the following with respect to TDM measures:

Many TDM measures are not applicable to this Project because it includes hotel uses and convention center uses, for which many TDM measures are not feasible, practical, or effective. However, in this context the Project would include the following TDM measures from the LASED TDM Plan which are appropriate for the Project:

- a) *Building and Site Design Elements*
Incorporate design elements into both site and building design that facilitate employee and visitor trip reduction efforts. These may include: (1) sidewalks or other designated pathways following direct and safe routes from the external pedestrian circulation system to each building.
- b) *Provide Rideshare and Transit Information*
Provide for the distribution of materials and educational programs on rideshare and transit services for employees and visitors.
- c) *Provide Rideshare Coordination Services*
Provide resources, both staffing and informational, to assist in the coordination of rideshare activities, such as the formation of carpools and vanpools.
- d) *Bicycle Facilities*
Provide facilities to support and encourage the use of bicycles by employees and visitors. Such facilities will comprise bicycle racks for bicycle parking.
- e) *Transportation Coordinator*
Provide, or assign an employee (full or part-time), to perform the role of a Transportation Coordinator, whose function is to promote and facilitate the use of rideshare and transit by employees and customers.
- f) *Other*

The Project would identify a Project Transportation Coordinator, specifically responsible for ensuring TDM measures are implemented for the Project, and who would be responsible for the Project's participation in the LASED TMO and for coordination with the LASED District TMO Manager.

Section 14.C.2: Implementation

In compliance with the requirement of Section 14.C.2, the Project will submit an annual TDM report to the TMO. In compliance with the requirements of the TDM Plan, the initial TDM Report Form for the PPCR is attached in Table 1, Specific Plan TMPP – Annual TDM Report for Each Property – Attachment to PPCR.

Section 14.C.3: TDM Measures

Section 14.C.3 provides that the TMO may utilize TDM incentives in the TDM Plan, as listed in this section of the Specific Plan.

The LASED Applicant has included such measures in the LASED TDM Plan referred to in Section 14.C.1 and approved by LADOT.

The Project's TDM Plan would incorporate the incentives and measures set forth under Section 14.C.3.

In order to facilitate trip reduction, sidewalks along Chick Hearn Court and Georgia Street would be improved with enhanced lighting, landscaping, and paving that would provide wider and safer sidewalks to the entry doors of the Project. This would encourage alternative modes of access to the Project Site via walking, scooters, or bicycles as well as connect to the public transit to the east and north along Figueroa Street and Olympic Boulevard, respectively, and to the west along the sidewalk on Chick Hearn Court to Pico Union. Public bike racks will be provided along these sidewalks, as well as long-term bike parking for employees inside the building.

Section 14.D: Parking Requirements

Section 14.D.2: Parking Requirements

Section 14.D.2 provides the following parking requirements for the Project:

Hotel: 0.16 space/room
 Total Required = 0.16×851 net new rooms = 136 spaces
 (Note: Because the JW Marriott is an existing hotel, the addition of rooms to the hotel is subject to the parking requirement applicable to rooms after the first 40 rooms. (LASED Specific Plan Section 14.D.2))

Meeting Rooms: 3.65 spaces/1,000 sq. ft.
 Total Required = $91,447 \times 3.65 = 334$ spaces (rounded per LAMC)

Total All Uses: $136 + 334 = 470$

A total of 470 spaces are required by Section 14.D.2 for Project – 136 for the hotel, and 334 for the Convention Center Expansion Use.

Parking for the Project would be provided through a combination of existing LA Live parking facilities and in off-site locations within 1,500 feet of the LASED Area through covenant, lease, license, or other arrangement acceptable to the Director of Planning, as permitted by the LASED, including within the Los Angeles Convention Center West Hall and Cherry Street Garages.

In addition, concurrent with this application, the Applicant is requesting a ten percent area-wide reduction in LASED parking requirements, as permitted under LASED Section 14.D.5, for the Olympic West and Olympic East Subareas and Staples Center. With approval of the parking reduction, a total of 122 spaces would be required for the Hotel Expansion and 301 spaces would be required for the Conference Center Expansion. With approval of the Reduced Parking, the Project would be in compliance with the requirements of the LASED.

Section 14.D.3: Location of Parking

Section 14.D.3 provides that parking for a project may be located at any location within the Specific Plan area or within 1,500 feet of the Specific Plan boundary.

Section 14.D.3 also provides that parking shall be distributed throughout the Specific Plan area, to ensure convenient access by all individual projects.

Parking would be provided through a combination of existing LA Live parking facilities and in off-site locations within 1,500 feet of the Specific Plan area, including within the Los Angeles Convention Center West Hall and Cherry Street Garages, through covenant, lease, license, or other arrangement acceptable to the Director, as permitted by the Specific Plan. Please see Project Permit Compliance below, regarding reduced parking.

Section 14.D.4: Shared Parking Requirement

Section 14.D.4 permits the use of shared parking upon a finding that adequate parking will be provided.

The Project is not requesting a Shared Parking approval.

Section 14.D.5: Reduced Parking Requirements

Section 14.D.5 permits the reduction of the minimum parking requirements, based on a finding that adequate parking will be provided. No reduction may exceed 10% of the minimum parking requirements established by the Specific Plan.

As noted above, concurrent with this application, the Applicant is requesting an area-wide ten percent reduction in LASED required parking for the Project and the Olympic East and West Subareas of the LASED, as well as for Crypto.com Arena. Please see Project Permit Compliance Finding below regarding reduced parking.

SECTION 15: TRANSFER OF FLOOR AREA. The Project proposes a Transfer of Floor Area from Development Site 12 of 563,700 square feet of Floor Area to Development Site 1a. In compliance with this section, and pursuant to amendments to memorialize the transfer between the Development Site 12 and Development 1a, the Project would comply with this provision.

SECTION 16: SIGNAGE. The Project includes a request for 20,890 square feet of signage (including 17,790 square feet of new signage and 3,100 square feet of relocated signage) for a net increase of 5,662 square feet. The Project would include signage that complies with the

provisions of the Specific Plan and the LAMC. The Applicant has included with this application the proposed signage plan, pursuant to Section 16 of the Specific Plan.

Pursuant to LASED Specific Plan Section 16.A.2(f), signs shall be reviewed for consistency with all applicable sections of the Specific Plan. Signage approval may be conditioned per applicable regulations and guidelines of the Specific Plan. Prior to approval of a Sign Application, the Director shall make the following findings:

(1). All proposed signs are appropriately scaled to the architectural character of all buildings, existing signs, and structures on the lot.

The sign program as proposed will be appropriate to and in compliance with the LASED Signage Districts. The Project would include existing development, new, ground up construction, and an addition to an existing structure. As more fully described below, the sign program has been designed to be fully integrated into the architecture and would be scaled appropriately to the architectural character of the buildings and structures that would occupy the Project Site.

The existing signage on the Development Site 1a includes the following:

- “V”-shaped Freeway Edge Signs are located on the western façade of the LA Live Lot W parking garage. (6,000 square feet, to be removed).
- A series of Wall Signs are located on the southern façade and along the southeast corner of the LA Live Lot W parking garage, as well as an electronic reader board display along the West Road private driveway (2,468 square feet, to be removed).
- The Staples Center marquee pole sign, including both static (460 square feet) and digital elements (3,100 square feet), at the southwest corner of the site. (under the Project, static display to be removed and digital element to be relocated).

Under the proposed Project, the major signage elements for the Conference Center Expansion Site would be:

- Four static display Freeway Edge Signs (Signs C1, C2, C3 and C4).
- One static display Wall Sign (Sign C5) on the east façade of the eastern pedestrian bridge.
- Two static display Wall Signs (Sign C6 and C7) on the east façade of the hotel tower fronting Georgia Street.
- Two static display Wall Signs (C8 and C9) on the south façade of the Conference Center Expansion fronting Chick Hearn Court.
- Replacement, redesign and relocation of the Staples Center marquee sign to the southwest corner of the Conference Center Expansion (animated display signs Sign M1 - M4).

Sign C5 would be 525 square feet. Sign C6 would be 1,130 square feet. Sign C7 would be 850 square feet. Sign C8 would be 990 square feet. Sign C9 would be 1,200 square feet. The relocated Staples Center marquee would have two animated sign faces – Sign M1 & M2, each of which would be 1,900 square feet (total of 3,800 square feet), and M3 and M4, each of which would be 450 square feet (total of 900) for a total of 4,700 square feet. In total, the proposed signage program results in an increase of 5,662 square feet of signage over existing conditions. Signs C1, C2, C3, C4, C5, C6, C7, C8 and C9 would be located in Sign District B, Vertical Height Levels 1 and 2 where Freeway Edge and Wall signage are permitted.

The four proposed new Freeway Edge Signs would replace the “V”-shaped Freeway Edge Signs (P8-P11) that would be removed from their locations in front of the west façade of the LA Live Lot W parking garage. The new Freeway Edge Signs and new Wall Signs would be architecturally integrated into the overall design of the Conference Center Expansion and represent an aesthetic enhancement to the signage program along this frontage and an improvement compared to existing conditions through the removal of the existing “V”-shaped Freeway Edge Signs.

Signs C1 through C4 would collectively total 6,000 square feet, which is a one-to-one replacement of existing freeway edge signage area. Further, in consideration of the improved aesthetics and architectural integration of proposed signs C1 through C4 in comparison to the existing signage, these proposed signs are appropriately scaled to the architectural character of the building and structures.

The proposed new and relocated signage would be in compliance with size and façade coverage limitations of the LASED, as more fully described below. The signage would be scaled appropriately to the architectural character of the buildings and structures that would occupy the Project Site. Overall, the Project signage where proposed would be appropriate for Sign District B. Sign District B supports “innovative and dynamic signage” per Design Guideline 20. The Project’s signage as a whole, and in particular the improved modernized design of the proposed new animated display Arena Sign at the site’s southwest corner, support this Design Guideline. Sign District B also allows for a limited amount of Freeway Edge Signs per Design Guideline 20, which is consistent with the Project’s proposal.

In addition to the major signage elements, the Project would include Building I.D. Sign on the West Tower and podium. The Project also would include Tenant I.D. Signs in Vertical Sign Zone 1. Pursuant to Section 16.A.2.1.i, Tenant I.D. Signs are subject to Planning Department Sign Off, which would take place during the building permit process.

Therefore, based on the above, all proposed signs would be appropriately scaled to the architectural character of all buildings, existing signs, and structures on the lot.

(2). All existing and proposed signs result in a complementary enhancement to the architecture and open spaces on the lot, and result in a visually uncluttered appearance.

The sign program has been designed as an integral part of the Project and the major sign elements would be articulated and integrated directly into the architecture of the structure.

The signage component would be limited generally to 100 feet in height (the height under the Specific Plan for Vertical Sign Zone 2 within Sign District B) to create a dynamic pedestrian environment and visual connectivity to LA Live and the Existing Hotel. The relocated Staples Center Marquee Sign (Signs M1, M2, M3 and M4) would be an animated LED display located on the Conference Center, with 2,350 square feet on each side, each with a refresh rate of four seconds. This display would be thoroughly integrated into the overall design of the structure and would be limited to a location where animation, activity, and emphasis are desired. Portions of signs M1 through M4 would be allowed to extend into Vertical Sign Zone 3 under the concurrently proposed Specific Plan Amendment. The proposed LED Display signs present a modernized and improved design that would complement and enhance the architecture of the Conference Center Expansion.

The Conference Center Expansion would be up to 70.5-feet in height and would be connected to the Existing Conference Center via a new pedestrian bridge. The new signage components would be limited generally to 35 feet at the low end and 100 feet at the high end in height along the LA Live Way, Georgia Street, West Road, and Chick Hearn Court façades. The new Freeway Edge Signs and new Wall Signs would be architecturally integrated into the overall design of the Conference Center Expansion and represent an aesthetic enhancement to the signage program along this frontage through the removal of the existing “V”-shaped Freeway Edge Signs which are not architecturally integrated with the LA Live Lot W parking garage.

As proposed in this application, the locations of major signage elements would be uncluttered, streamlined, and harmonious in appearance, and reflect the emphasis on the Los Angeles Sports and Entertainment District as a regional destination center for vibrant retail, restaurant, entertainment, office, hotel, and residential uses.

In addition, the total amount of proposed signage would result in substantially lower amounts of façade coverage than what is permitted by the LASED Specific Plan. The total amount of permitted sign area in District B Vertical Height Zone 2 is 13,396 square feet, and the Project’s proposed area would be a total of 4,109 square feet, or approximately 30% of the permitted sign area. The total amount of permitted sign area in District B Vertical Height Zone 1 is 5,852 square feet, and the Project’s total proposed area would be 1,320 square feet, or approximately 22% of the permitted sign area. The total amount of permitted sign area for Freeway Edge Signs is 6,000 square feet, which is a one-to-one replacement of existing freeway edge sign area. As stated above, the Specific Plan Amendment request includes a request to accommodate 4,700 square feet for LED Display Arena Sign (M1-M4).

(3). The proposed signs comply with all of the applicable sign regulations of this section, including sign area, total signage façade coverage, sign type, sign height, and operating hours.

A. Section 16.C.3 Prohibited Signs

The sign program does not include any of the signs prohibited by this section.

B. Section 16.C.4 Hazard Review

The Specific Plan states that signs that adhere to the regulations outlined above and in Tables 3, 4, 5, 6, and 7 of the Specific Plan are exempt from Hazard Determination review procedures, as the Department of Transportation has already pre-reviewed signage in these locations.

C. Section 16.C.6 Freeway Exposure

Specific Plan Section 16.C.6 requires that Electronic Message Display Signs located within the Olympic West Subarea shall not exceed 1,500 square feet. The only Electronic Message Display Sign proposed is the new marquee Arena Sign, which would replace the existing and outdated marquee sign and comply with the four second refresh rate requirement. The proposed Arena Sign would be 4,700 square feet in area. The Applicant is therefore requesting that the Specific Plan be amended so that the Electronic Message Display signage area on the Arena Sign not count against the cap of such signage within the Olympic West Subarea. With the requested approval of the proposed concurrent Specific Plan Amendment, the Project will be consistent with this requirement.

D. Section 16.C.7 Sign Height for Ground Mounted Signs

The sign program does not include any Ground Mounted Signs; therefore, Section 16.C.7 is not applicable.

E. Section 16.C.8 Sign Height for Freeway Edge Signs

The sign program would include Freeway Edge Signs which are permitted to be up to 65 feet in height pursuant to Section 16.C.8.

F. Section 16.C.9 Sign Height for Plaza Tower Signs

The sign program does not include Plaza Tower Signs, which are located in the Central Plaza; therefore, Section 16.C.9 is not applicable.

G. Section 16.C.10 Existing Signs

The existing signs that would remain on the Conference Center Expansion Site include the Wall Signs on the south and east façades. As required by Section 16.C.10, the existing signs have been included in the sign area calculations. None of these existing signs were authorized by Ordinance 172,465. The existing Staples Center marquee sign, which was authorized under Ordinance 172,465 and does not count towards the sign area calculations, is proposed for removal and replacement as a new, state of the art sign incorporated into the roof of the Conference Center Expansion.

H. Section 16.C.11 Illumination and Operation.

Table 5 of the Los Angeles Sports and Entertainment District Specific Plan regulates illumination and operating hours. Sign District B, Vertical Sign Zone 1 (0-35 feet high) and Zone 2 (35-100 feet high) permit Non-animated Signs to be illuminated from dawn to 2 AM. Sign District B, Vertical Sign Zone 3 (101' and above) has no restrictions on illumination for Non-animated Signs. Sign District B, Vertical Sign Zone 2 permits Animated Signs and Non-Animated Signs to operate from dawn to 2 AM. Animated Signs are not permitted in Sign District B Vertical Height Zone 1.

Signs C1-C9 would be illuminated static display signs that would be located in Sign District B, Vertical Sign Zone 1 and Vertical Sign Zone 2. Consistent with these regulations, all of these signs in Sign District B Vertical Sign Zones 1 and 2 are permitted to be illuminated from dawn to 2 AM. The Building Identification Sign for the West Tower would be located within Sign District B, Zone 3 and would not be subject to time restrictions on its illumination.

The proposed relocated and redesigned Marquee Arena Sign (Signs M1-M4) would also be located in Sign District B. The concurrent requested Specific Plan Amendment requests that there be no restrictions on this sign for Non-Animated illumination, and that Animated illumination be permitted from dawn to 2 AM. As discussed above, this sign would relocate and replace the outdated existing marquee sign, as a new, state of the art Arena Sign incorporated into the roof of the Conference Center Expansion. With the requested approval of the proposed concurrent Specific Plan Amendment, the Project will be consistent with this requirement.

I. Section 16.C.12 Building I.D. Signs

The Project includes Building Identification Signs for the West Tower and podium. The proposed hotel brand for the property is JW Marriott, which uses the full name of the brand as its signage for the purposes of Building I.D. The signs are noted on Exhibit A for size on the East, West and South Elevations of the building for a total signage area of 1,995 square feet of Building I.D. signage. As indicated on the plans, the sign presents internally consistent and internally proportionate sign copy.

J. Section 16.C.13 Inflatable Signs

The sign program does not include any Inflatable Signs; therefore, Section 16.C.13 is not applicable.

K. Section 16.C.14 Supergraphic Signs

The sign program does not include any Supergraphic Signs; therefore, Section 16.C.14 is not applicable.

L. Section 16.C.15 Freeway Edge Signs

The sign program includes four new static display Wall Signs, which are classified as Freeway Edge Signs, located within Sign District B of the Olympic West Subarea. A Freeway Edge Sign is defined in the LASED Specific Plan as follows: "A sign that may consist of a Ground Mounted, Projecting, or Wall Sign within Sign District B." Map 7, Freeway Edge Sign Locations, shows the conceptual locations for Freeway Edge Signs. Although Freeway Edge Signs are not identified on Map 7 in the precise locations proposed as part of the Project, they would be located on the same façade and in the same vicinity as the existing Freeway Edge Signs. Moreover, Map 7 is not intended to define precise locations, but rather to provide the Director guidance in its review and approval of Freeway Edge Signs. The concurrent proposed Specific Plan Amendment would update Map 7 to more closely match the freeway edge signs proposed by the Project.

The location of the new Freeway Edge Signs would be architecturally integrated into the west façade of the Conference Center Expansion. This integration on the façade of the new portion of the building would improve the visual qualities of these signs as compared to the existing V-Shaped Signs. Consistent with Table 4 and Table 6, the size of each individual Non-Animated Freeway Edge Sign would not exceed 3,000 square feet. The Project's proposed Non-Animated Freeway Edge Signs would total 6,000 square feet and would continue to comply with the maximum permitted under the Specific Plan (8,970 square feet). In addition, amendments to Table 4 and Table 6 are proposed to reflect the proposed 4,700 square foot Arena Sign, which relocates and replaces the existing out of date arena marquee sign. With the requested approval of the proposed concurrent Specific Plan Amendment, the Project will be consistent with this requirement.

M. Section 16.C.16-20. Sign Height, Sign Type, Sign Districts, Vertical Sign Zones

1. *Sign Height*

The maximum height of signage proposed in the sign program for the Hotel Expansion (other than the Building Identification signs, which are permitted at increased heights) would be 100 feet and for the Conference Center Expansion would be generally 76.5 feet, as permitted in Sign District B, Vertical Sign Zones 1 and 2, and fall within the

overall maximum height regulations of this Section. The marquee Arena Sign would be at a maximum of 149 feet in height. Therefore, the Project complies with these requirements.

2. *Sign Type*

The Electronic Message Display, Wall Signs, and Freeway Edge Signs are permitted in the proposed locations.

3. *Animation*

Sign District B permits animated signs only in Vertical Sign Zone 2 (35-100 feet high) per Los Angeles Sports and Entertainment District Specific Plan, Table 4. Signs M1, M2, M3 and M4 on the marquee Arena Sign would be located in Sign District B, Vertical Sign Zone 2 and Zone 3, would be north facing portion and south facing portion would include Electronic Message Display with a four second refresh rate, but would not include full motion animation. The remainder of the signs would not be animated. An amendment is requested to accommodate the animated portion of the marquee Arena Sign in Zone 3. With the requested approval of the proposed concurrent Specific Plan Amendment, the Project will be consistent with this requirement.

4. *JW Marriott West Tower*

The Hotel Expansion signs are located in Sign District B, Vertical Sign Zones 1 and 2 as shown on Exhibit A. The Conference Center Expansion signs are also located in Sign District B, Vertical Sign Zones 1 and 2 as shown on Exhibit A, with the exception of the Arena Sign which is also partially within Vertical Sign Zone 3.

- a. *Individual Sign Area:* The LASED permits non-animated signs in Sign District B Vertical Sign Zone 2 up to 5,000 square feet, and up to 2,000 square feet in Vertical Sign Zone 1. Freeway Edge Signs are not subject to these limitations and are permitted to be up to 3,000 square feet each. The Freeway Edge Signs would be Signs C1, C2, C3 and C4 with a total size of 6,000 square feet, which are permitted in Vertical Sign Zone 2. The Wall Signs are Signs C5, C6, C7, C8 and C9 with sizes of 525 square feet, 1,130 square feet, 850 square feet, 990 square feet, 1,200 square feet (2,973 square feet in Zone 2 and 1,242 square feet in Zone 1) respectively, in compliance with these requirements. In addition, the relocated Staples Center marquee sign (Signs M1, M2, M3 and M4) would include 4,700 square feet of animated signage, which the Applicant has proposed to be allowed under the Specific Plan through an amendment.
- b. *Total signage façade coverage:* Signs in Sign District B, Vertical Sign Zone 2 (35-100 feet high) are permitted to equal 30% of façade area and signs in Vertical Sign Zone 1 (up to 35 feet high) are permitted to equal 20% of façade area (Los Angeles Sports and Entertainment District Table 4). The total amount of permitted sign area in District B Vertical Height Zone 2 is 13,396 square feet, and the Project's proposed area would be a total of 4,109 square feet, or approximately 30% of the permitted sign area. The total amount of permitted sign area in District B Vertical Height Zone 1 is 5,852 square feet, and the Project's total proposed area would be 1,320 square feet, or approximately 22% of the permitted sign area. The proposed signage does not exceed the specified limits.

Freeway Edge Signs are not subject to the maximum façade coverage limitations, but instead are limited to a total combined area of 8,970 square feet. The total proposed area of the Freeway Edge Signs would be 6,000 square feet and complies with this provision. The relocated and modernized marquee Arena Sign is proposed to be permitted with its own size regulations, for a maximum of 4,700 square feet, pursuant to the requested concurrent Specific Plan Amendment.

- c. *Total signage area in Sign District A-1 and Sign District B:* Section 16.C.18 of the Specific Plan sets forth that in no event shall the combined total amount of square footage of signage in Sign Districts A-1 and B exceed 136,000 square feet. The proposed Project's signage complies with this requirement. Currently, the combined approved signage from sign applications in Sign District A-1 and Sign District B totals 123,709 square feet. With the addition of the Project's net new increase in signage of 5,662 square feet, the total square footage within these areas would be 129,371 square feet, which remains below 136,000 square feet and is thus in compliance with this provision.
- N. Section 16.C.21-22. Conceptual Signage Map; Large Scale Architectural Lighting.
- 1. *Conceptual Signage Map.* The Project's proposed signage is generally consistent with the Conceptual Signage Map.
 - 2. *Large-Scale Architectural Lighting.* The Project proposes Large-Scale Architectural Lighting (as defined in the LASED Specific Plan) on the south façade of the JW Marriott West Tower to light the beacon building element and create a signature design feature. As set forth in the Section 16.C.22 and as conditioned herein, the Project's Large-Scale Architectural Lighting will be in compliance with this provision, and will contain no text, logos, messages, or images of any kind, and shall serve only to highlight or accentuate vertical, horizontal, or other elements of the structure. Large Scale Architectural Lighting may be multi-hued and may gently change hues in a slow, deliberate manner with a slow, drawn-out constant intensity, and may mark special seasons, weather, or events with unique color arrangements. At no time shall Large-Scale Architectural Lighting flash, blink, scroll, move, or stream. Large-Scale Architectural Lighting shall change hue no more than once every ten minutes with no change in intensity and be considered a non-animated lighting element.

O. Section 16.D.1. Sign Classification

In compliance with this provision, the Project proposes both Animated and Non-Animated signs as defined by the Specific Plan and set forth in Specific Plan Table 3. All signs proposed by the Project would be defined as Non-Animated, with the exception of the Arena Sign. As part of the concurrently requested Specific Plan Amendment, Table 3 would be amended to specifically refer to the Arena Sign as a permitted Animated and Non-Animated Sign. With the approval of the requested concurrent Specific Plan Amendment, the Project will be consistent with this requirement.

P. Section 16.D.2. Permitted Sign Area

Pursuant to this Section, permitted sign area within the Specific Plan is a percentage of the building façade area, as set forth in Table 4. None of the Project's signs exceed the maximum permitted sign area as a percentage of building façade as set forth in Table 4.

Furthermore, pursuant to this Section, sign area of the Plaza Tower Signs and Freeway Edge Signs shall not be based upon facade area but instead shall be limited by those amounts permitted by Table 4. The Project includes 6,000 square feet of freeway edge signs, which is a one-to-one replacement of existing freeway edge sign area and is consistent with the requirements set forth in Table 4 of the Specific Plan.

Q. Section 16.D.3. Sign Hours of Operation

As part of the concurrently requested Specific Plan Amendment, Table 5 of the LASED Specific Plan would be amended to permit Animated Signs for the Arena Sign to operate from dawn to 2 AM. All other proposed signs comply with the requirements of Table 5. As such, with the approval of the requested concurrent Specific Plan Amendment, the Project's proposed signage will be consistent with Section 16.D.3 of the Specific Plan.

R. Section 16.D.3. The proposed signs comply with all applicable sign guidelines found in Appendix A of the Specific Plan.

Please see Section 10.B: Urban Design Guidelines, above, regarding the consistency of the Project's sign program with these guidelines. As described therein, the proposed signs comply with all applicable sign guidelines found in Appendix A of the Specific Plan.

2. 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 project was assessed in the previously certified Environmental Impact Report, No. ENV-2000-3577-EIR (SCH No. 2000091046) certified in September 2001, and pursuant to CEQA Guidelines Sections 15162 and 15164, and as supported by the Addendum and Joint Analysis dated December 2021, no major revisions are required to the EIR and no subsequent EIR is required for approval of the Project. Applicable Mitigation Measures from the Certified EIR are imposed herein as conditions of approval in the Mitigation Monitoring Program (Exhibit B). A full discussion is provided in the CEQA Finding below.

3. Project Permit Compliance Findings Pursuant to LASED Section 14.D.5: The Director of Planning, in consultation with the General Manager, may authorize the reduction of these minimum parking requirements, based upon a finding that adequate parking will be provided.

In connection with the Project Permit Compliance Review application for the Hotel and Conference Center Expansion Project, the Applicant is requesting a 10% reduction in parking requirements for the uses that occupy the Olympic West and Olympic East Subareas, as well as western portion of the Olympic North Subarea, of the LASED Specific Plan area, as well as parking required under the LASED for Crypto.com Arena (formerly Staples Center). The Specific Plan allows for such a request pursuant to LASED Section 14.D.5. The subject request is supported by documentation provided by the Applicant as *JW Marriott Hotel Expansion Project – Parking Analysis* (Parking Analysis), January 21, 2022 prepared by the Mobility Group and included with the subject case file as a component of the application. As set forth below, this finding is made based upon an inventory of existing required and provided parking supply for the above-mentioned area, new required parking supply upon implementation of the proposed Hotel and Conference Center Expansion Project, and an

analysis of the adequacy of the proposed reduced parking supply considering such factors as the surrounding uses, availability of nearby parking supplies, transit and walking usage, emergence of ride share services, Specific Plan measures to reduce demand, TDM programs and consistency with adopted plans.

As analyzed in the Parking Analysis, the existing required parking for the subject area is 5,714 spaces, and the existing parking provided is 5,829 spaces, resulting in an existing surplus of 115 parking spaces. These existing spaces are provided via a combination of on- and off-site locations including the on-site Olympic East Garage, Olympic West Garage, and Lot 4 (Olympic North-West), and the off-site West Hall Garage, Cherry Street Garage, Hope Street Garage, Luxe Hotel, and 11th and Grand Lot.

Pursuant to Section 14.D.2 of the Specific Plan, the proposed Hotel and Convention Center Expansion is required to provide parking as follows:

<i>Use</i>	<i>Quantity</i>	<i>Rate</i>	<i>Required Spaces</i>
Hotel	851(net) rooms*	0.16 spaces / room **	136
Convention Center Use	91,447 net sq. ft.	3.65 spaces / 1,000 sq. ft.	334
Total			470

* The Hotel Expansion Project includes 861 rooms but would provide for the reduction of 10 hotel guest rooms in the existing Convention Center Hotel on Development Site 1 (DIR-2007-2148- SPP-SPPA), resulting in a net increase of 851 rooms under the Project. The 10 hotel guest rooms removed from the existing Convention Center Hotel would be replaced by approximately 3,500 square feet of ancillary meeting room space, which has no separate parking requirement.

** Because the JW Marriott is an existing hotel, the addition of rooms to the hotel is subject to the parking requirements applicable to rooms after the first 40 rooms. (LASED Specific Plan Section.D.2)

The Project also would result in the removal of 870 parking spaces from the L.A. Live West Garage to accommodate construction of the Project and the structural reinforcement of the existing Olympic West Garage, which would need to be replaced. Therefore, when adding the 470 parking spaces required for the new construction and accounting for the one-to-one removal and replacement of spaces within the Olympic West Garage, a total of 6,184 (5,714 + 470) spaces would be required. With the requested 10% reduction (618 spaces), this number would be reduced to 5,566 parking spaces serving the Olympic West and Olympic East Subareas, western portion of the Olympic North Subarea, and Crypto.com Arena.

The applicant proposes to provide a total of 5,780 spaces, exceeding the requested minimum by 214 spaces, while remaining below both the minimum that would be required without the requested 10% reduction (6,184 spaces) and also below the amount of parking that is provided under existing conditions (5,829 spaces, which exceeds current requirements). This parking would continue to be distributed across on- and off-site facilities within the LASED area and within 1,500 feet of the LASED area, as allowed by the LASED Specific Plan. Under the proposed condition, parking would be distributed among the on-site Olympic East and Olympic West Garages and Olympic North (Lot 4), as well as the off-site Cherry Street Garage, West Hall Garage, and Hope Street Garage.

With the requested 10% reduction in parking, adequate parking will still be provided based upon such factors as the surrounding uses, availability of nearby parking supplies, transit and

walking usage, emergence of ride share services, Specific Plan measures to reduce demand, TDM programs and consistency with adopted plans.

There are a variety of uses both within L.A. Live and the surrounding downtown area. The area characterized by a high intensity of development and a mix of commercial, office, retail, residential, mixed-use, entertainment and sports-related uses within a dense urban environment. The peak parking demand of the individual uses varies by time of day and day of the week which allows for the effective shared use of parking resources. The mix and density of uses also facilitates the use of public transportation and active transportation (walking and biking) among uses, thus allowing more trips to be made without relying on a single-occupant vehicle and reducing parking demand. The Hotel and Conference Center Expansion would support these active transportation options and first-last mile connections to transit by including 149 short-term stalls for bicycle parking located curbside along the Georgia Street and Chick Hearn Court frontages of the Project Site and within the parking garage ground floor, and 149 long-term stalls for bicycle parking, located in Level 1 of the parking garage, accessible from West Road.

This area of the City has access to extensive public transit services, the subject properties are within 1,500 feet of the Pico Metro Station, which is served by the Metro Blue Line, Metro Red Line, and Metro Expo Line. The 7th Street/Metro Center Station, which is served by the Metro Red Line and Metro Purple Line, is also located within walking distance. In addition, the Metro Regional Connector project (connecting the 7th Street/Metro Center Station directly to Union Station) is under construction and projected to open by 2023, which would further increase transit options in the vicinity, provide new stations in downtown and improve regional connectivity.

In addition to these public transportation options, recent years have also seen growth in the use of ride-sharing services such as Uber and Lyft, which would not require project parking and are most typically used for discretionary trips such as those to regional entertainment destinations like those offered within and around the LASED.

As established in the Parking Analysis, there is also considerable supply of publicly available parking (approximately 13,250 off-site parking spaces) in downtown within a 12-minute walk of the subject properties. The uses in the surrounding area have abundant parking with primary peak demand during the day and on weekdays; whereas the hours of operation of L.A. Live are typically from 8 a.m. to 2 a.m., with the majority of activity occurring in evenings and at weekends and the hours of operation of Crypto.com Arena are typically 7 p.m. to 11:30 p.m. on weekday evenings and noon to midnight on weekends. Therefore, the LA Live peak demand is typically in the evening and on weekends when the off-site parking supply is not in use.

In addition to the abundance of parking provided in the area, an existing Parking Management Plan will continue to be implemented by the Applicant for LA Live and Crypto.com Arena in order to effectively manage parking demand and avoid an unnecessary oversupply of parking. Components of the Parking Management Plan will continue to include coordination of parking facilities and operators, use of modern parking control equipment, comprehensive parking operations procedures, parking information programs, and transportation demand management. Details of the Parking Management Plan are provided in Appendix A of the Parking Analysis.

Therefore, in conclusion and based on the above, with the requested 10% reduction in required minimum parking, the Director finds that adequate parking will be provided.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) FINDINGS

FINDINGS OF FACT (CEQA)

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 September 2001, the City of Los Angeles (City), acting as lead agency, certified an Environmental Impact Report (EIR) for the Los Angeles Sports and Entertainment District (LASED) (ENV-2000-3577-EIR, State Clearinghouse No. 2000091046) (Certified EIR). The Certified EIR analyzed the development of approximately four million square feet of hotel, retail/entertainment/restaurant, office/commercial, and residential uses within the six development areas that comprise the LASED. 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.

Since certification of the EIR, the City has adopted seven addenda to the Certified EIR (Subsequent Addenda”, which evaluated modifications to the original LASED development program and amendments to the LASED Specific Plan (Specific Plan) and previously approved entitlements (as modified to date, the Approved Project).

Subsequently, the City prepared an Eighth Addendum to the Certified EIR, dated December 2021 (the Eighth Addendum to analyze the potential impacts of proposed modifications to the Approved Project (Modified Project). The Modified Project would allow for an amendment to the Specific Plan and previously approved entitlements for the development of an 861 guest-room hotel tower and a 228,200- square-foot conference center on Development Sites 1a and 1b (Hotel and Conference Center Expansion). Specifically, the proposed Specific Plan amendments and related entitlements would allow for the following:

1. Permitting hotel uses on the Development Site 1a and 1b;
2. Converting 231,564 square feet of office floor area permitted within Development
3. Site 12 to 851 hotel guest rooms in accordance with the Specific Plan;
4. Removing 10 hotel guest rooms in the existing JW Marriott Hotel on Development Site 2 and transferring those rooms to the Hotel and Conference Center Expansion;
5. Reallocating an additional 332,136 square feet of office floor area from Development Site 12 to hotel floor area in accordance with the Specific Plan and allocating 14,700 square feet of Convention Center Expansion Use floor area to the Hotel Expansion;
6. Increasing the maximum allowable tower height in the Olympic West Subarea (Development Sites 1a and 1b) from 150 feet to 420 feet above existing grade;
7. Reducing parking requirements for the Olympic West and Olympic East Subareas, as well as Crypto.com Arena (previously known as STAPLES Center);
Modifying certain signage provisions;
8. Modifying a limited number of LASED Specific Plan development standards and procedures;
9. Modifying Alcohol Use Approvals for the cinemas and existing JW Marriott Hotel; and
10. Modifying standards for a street vacation for the Eleventh Street Pedestrian Area (Chick Hearn Court).

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, the expansion and modernization of the Los Angeles Convention Center (Convention Center Expansion and Modernization 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 Convention Center Expansion and Modernization Project (as analyzed in the First Addendum to ENV-2011-585-EIR, State Clearinghouse No. 2011031049) have already been accounted for in the EIRs certified for the Approved Project and the Convention Center project.

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 Eighth Addendum and Joint Analysis, the Modified Project's impacts would be within the envelope of impacts as already evaluated in the Certified EIR and Subsequent Addenda. All the Modified Project's environmental impacts would be the same or less than those identified for the Approved Project in the Certified EIR and Subsequent Addenda. 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 and Subsequent Addenda. 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 Eighth 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 and Subsequent Addenda. In addition, all the applicable mitigation measures included as part of the Certified EIR and Subsequent Addenda 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, Subsequent Addenda, Eighth 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 L.A. Sports and Entertainment Center EIR, EIR No. ENV-2000-3577-EIR, SCH No. 2000091046, certified on September 4 2001; 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, Subsequent Addenda, all items in the Eighth 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.