

CHAPTER 2

Project Description

2.1 Introduction

The Fig+Pico Conference Center Hotels project is a mixed-use development that locates hotel uses and amenities adjacent to existing mass transit and the Los Angeles Convention Center (Convention Center) in the South Park district of Downtown Los Angeles (the Project). The Project would provide three select service hotels within walking distance of entertainment and convention venues in the urban core of the City of Los Angeles (City). Lightstone DTLA LLC is the Applicant and would develop the Project on an approximately 1.22-acre site (Project Site) that is bounded by S. Figueroa Street, W. Pico Boulevard, and S. Flower Street. The Project also includes the creation of a Sign District with specialized signage regulations for the Project Site and adjacent parcels that covers approximately 4.32 acres combined and is generally bound by an alley south of W. 12th Street, Cameron Lane, S. Pembroke Lane, and S. Figueroa Street.

The Project would develop approximately 506,682 square feet of floor area within two hotel towers. The Project would provide up to 1,162 hotel rooms and would contain ground-floor retail establishments, several restaurants, and hotel lobby facilities that activate the pedestrian experience and adjoining street frontages. The Project would also include podium-level and rooftop uses that are programmed with food and beverage facilities and amenities for hotel guests and visitors. The approximate Floor Area Ratio (FAR) for the Project is 9.9:1. For purposes of impact analysis in this Draft EIR, the three hotels in the Project are identified as Hotel A, Hotel B, and Hotel C.

The larger tower in the development would be located at the corner of S. Figueroa Street and W. Pico Boulevard. It would contain Hotel A and Hotel B in a 42-story tower (Hotel A/B Tower) with up to 820 guest rooms. There would be approximately 11,000 square feet of ground-floor retail and restaurant space. Hotel amenities would include ground-level and sky lobbies with ancillary food and beverage, rooftop pool decks and outdoor amenity areas. The tower would also include approximately 11,826 square feet of conference and meeting room spaces. The tower would have architectural lighting, on-site and off-site signage, and integrated landscaping. It would contain approximately 353 parking spaces serving both hotel towers located within a seven-story podium that would be screened with signage and architectural elements.

The shorter tower in the development would be located at the corner of S. Flower Street and W. Pico Boulevard. It would contain Hotel C in a 25-story tower (Hotel C Tower) with up to 342 guest rooms. There would be approximately 2,145 square feet of ground-floor retail and restaurant space. The tower would also include guest amenities such as a ground-level lobby with

ancillary food and beverage and a landscaped rooftop pool deck. The tower would also include architectural lighting, signage, and street frontage improvements facing W. Pico Boulevard and the adjacent Los Angeles County Metropolitan Transportation Authority (Metro) rail station.

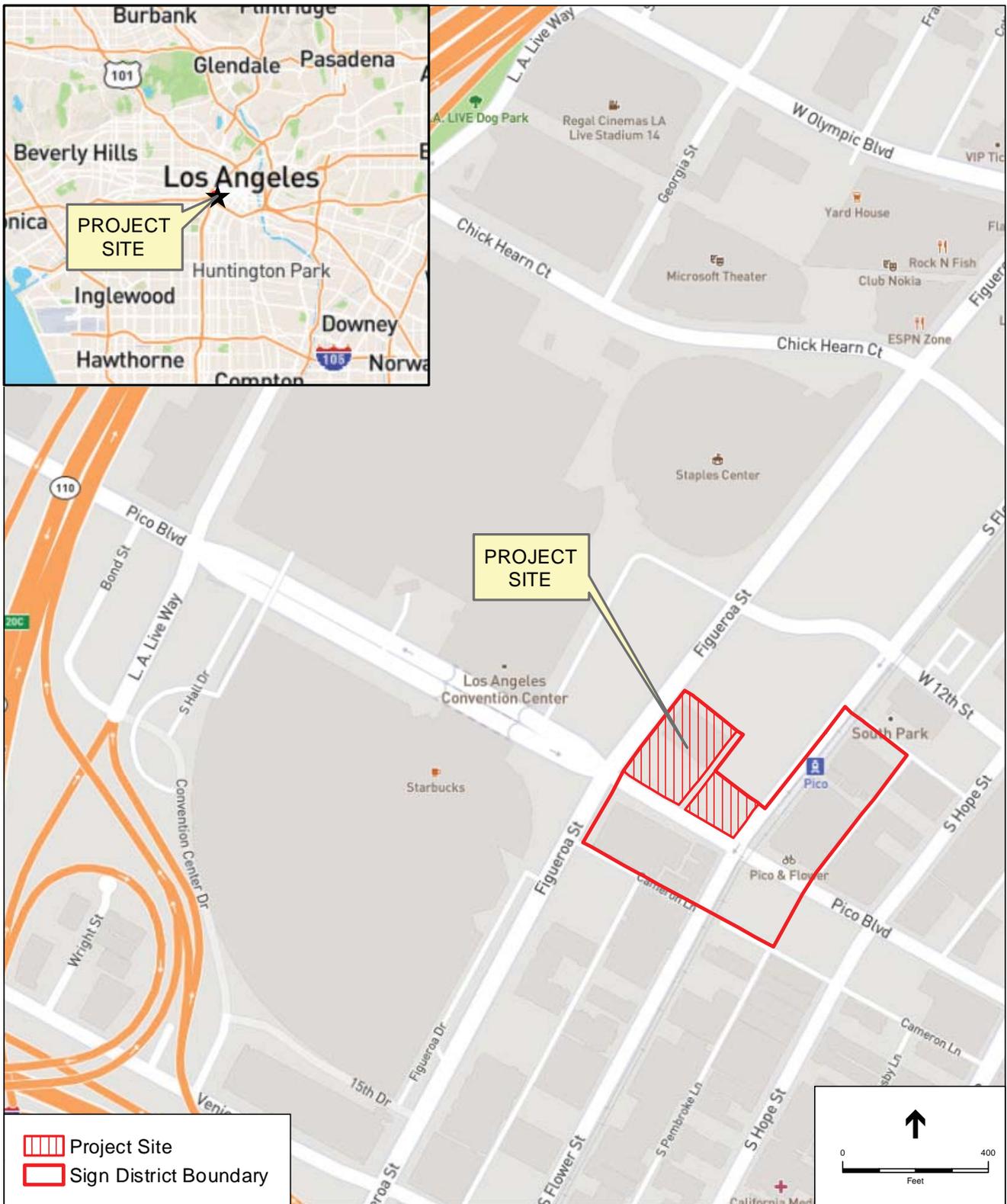
2.2 Project Location and Surrounding Uses

The Project Site proposed for redevelopment is located at 1240-1260 S. Figueroa Street and 601 W. Pico Boulevard (APNs 5138-025-014, 5138-025-017, 5138-025-016, and 5138-025-900). As shown in **Figure 2-1**, *Regional and Site Location Map*, the Project Site is bounded by S. Figueroa Street to the west, W. Pico Boulevard to the south, and S. Flower Street to the east. The Project Site is within the South Park district of the City. As noted above, a Sign District is also proposed for the Project Site, as well as for surrounding parcels, including the following addresses: 1300 S. Figueroa Street, 535 W. Pico Boulevard, 520-638 W. Pico Boulevard, 1220-1308 S. Flower Street, and 1309-1315 S. Flower Street (APNs 5134-010-004, 5134-010-023, 5134-011-026, 5134-011-027, 5134-011-028, 5138-026-011, 5138-026-016, 5138-026-017, 5138-026-020, 5138-026-028, 5138-026-036, and 5138-026-900). The parcels within this boundary are currently occupied by a variety of urban uses including commercial, residential, and parking facilities. Several parcels within the Sign District are under construction or seeking entitlements and changes of land use.

The Project Site is generally located in the South Park district, which is a mixed-use community within the Downtown Los Angeles city center which contains entertainment venues with a regional draw and a growing residential population. South Park and the area immediately surrounding the Project Site include a mix of entertainment, commercial, restaurant, hotel, office, and residential uses. In addition, there are several large mixed-use projects under construction or in the entitlement phase on the development parcels around the Project Site.

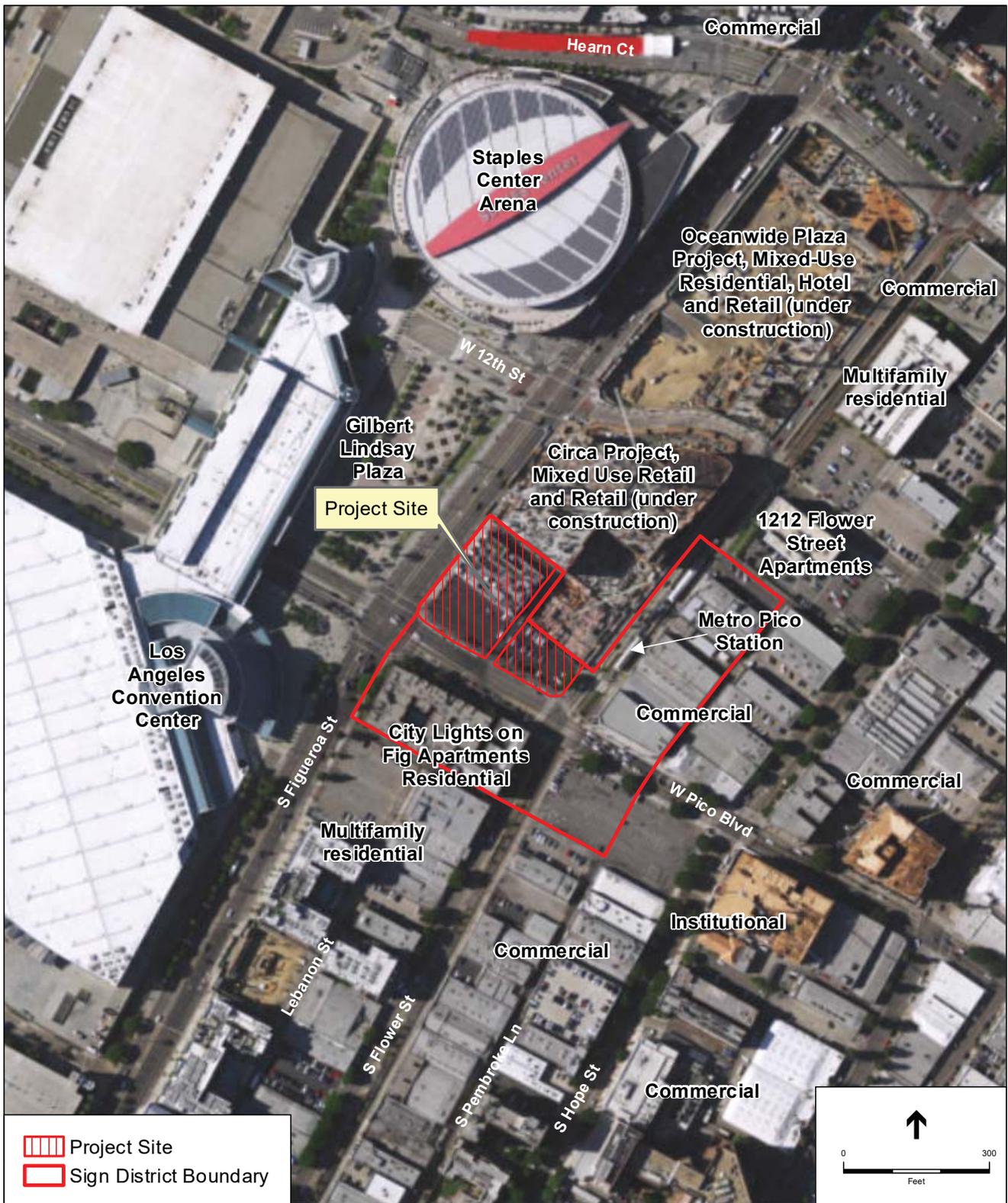
The Los Angeles Sports and Entertainment District (LASED) Specific Plan area is immediately to the north and west of the Project Site. As shown in **Figure 2-2**, *Aerial Photograph of Project Site and Vicinity*, the Project Site is located directly adjacent to the Convention Center and entertainment venues in the LASED to the north and west, and the Los Angeles County Metropolitan Transportation Authority (Metro) Pico Station to the east on S. Flower Street, which serves the Blue Line and Expo Line light rail.

Immediately west of the Project Site, across S. Figueroa Street, is the Convention Center and Gilbert Lindsay Plaza, which is a 5-acre landscaped public plaza near the main entrance to the Convention Center. Just north of the Convention Center, and northwest of the Project Site, is Staples Center Arena, which is a multipurpose sports and entertainment venue. Farther northwest of the Project Site is LA LIVE, which contains entertainment, hotel, restaurant, and residential uses.



SOURCE: Open Street Map, 2016.

Fig+Pico Conference Center Hotels
Figure 2-1
 Regional and Site Location Map



SOURCE: Google Maps, 2016.

Fig+Pico Conference Center Hotels

Figure 2-2
Aerial Photograph of Project Site and Vicinity



Directly north of the Project Site is the Circa project at 1200 S. Figueroa Street. The Circa project is under construction with anticipated completion in early 2018 and would comprise two 36-story high-rise towers containing 648 residential units above a seven-level podium with 48,600 square feet of retail space and associated parking with approximately 1,770 parking spaces.

Immediately east of the Project Site is the Metro Pico Station, which serves the Blue Line and the Expo Line light rail system. The Blue Line provides light rail service between the city of Long Beach and Downtown Los Angeles with connecting service to the Metro Green Line (serving Norwalk, Redondo Beach, and LAX via shuttle). The Expo Line provides rail service between Downtown Los Angeles and Santa Monica. The Project Site is also served by multiple bus and shuttle lines, including multiple Metro bus lines and the Downtown Area Short Hop (DASH). To the south of the Project Site, across W. Pico Boulevard, is the City Lights on Fig multi-family residential development, housed in five-story buildings with four stories of residential units above at-grade structured parking.

High-rise mixed-use residential and commercial buildings, extensive signage, and regional entertainment attractions define the general urban character in the Project vicinity. Several additional projects are currently under construction in the vicinity and/or have entitlements approved from the City. Immediately north of the Circa project and W. 12th Street at 1101 S. Flower Street, the Oceanwide Plaza project is currently under construction and anticipated for completion in 2019. It will contain an open-air two-story mall, 183-room hotel, and residential condominiums in a 49-story high-rise tower, and approximately 500 residential units in a pair of 40-story high-rise towers. The City Lights on Fig multi-family residential development property south of the Project Site has submitted a proposal for redevelopment with two hotels totaling 1,024 rooms in a 53-story tower.

The 1212 S. Flower Street Apartments are planned at the southeast corner of S. Flower Street and W. 12th Street, one-half block north of the Project Site, and would contain an estimated 730 residential units and ground-floor retail in a pair of 31- and 40-story high-rise towers. Additional high-rise residential, hotel, and office buildings atop subterranean and/or podium parking are located or planned two blocks northeast of the Project Site, within the two blocks bounded by W. 11th Street on the north, W. Pico Boulevard on the south, W. Grand Avenue on the east and S. Hope Street on the west. Finally, the 1020 S. Figueroa Street project planned at the existing LUXE Hotel site at S. Figueroa and W. 11th Streets is located two blocks north of the Project Site. This project proposes to replace the existing LUXE Hotel with ground-floor retail, a 34-story hotel tower containing 300 guestrooms, and a 38-story tower containing 435 condominiums.¹

¹ The description for the LUXE Hotel site here is different than the description provided in Table 3-1, Related Projects List, of this Draft EIR. The description here is based on the most recent information provided by City of Los Angeles Department of City Planning, 1020 S. Figueroa Street Project, Final Environmental Impact Report, Chapter 3.0 Corrections and Additions to the Draft EIR, <http://planning.lacity.org/eir/1020SoFigueroa/FEIR/files/3.0%20Corrections%20and%20Additions.pdf>. Accessed September 6, 2017.

2.3 Site Background and Existing Site Conditions

The Project Site occupies the northern side of the W. Pico Boulevard frontage between S. Figueroa Street and S. Flower Street. A public alley accessed via Pico Boulevard bisects the Project Site and terminates at the northern Project boundary. The Project Site comprises several parcels that are privately owned and a City-owned parcel that the City will contribute to the development through a land transfer process.

The Project Site is relatively flat and encompasses four parcels located at 1240-1260 S. Figueroa Street and 601 W. Pico Boulevard. The parcel currently owned by the City is approximately 18,254 square feet (City Parcel). The remaining parcels total approximately 34,694 square feet.

In its existing condition, the Project Site is developed with a 35-foot-tall, 27,800-square-foot two story commercial building occupied by three restaurants and surface parking lots that serve the building and provide general public parking. Existing landscaping on the Project Site is limited and includes a small number of ornamental street trees along W. Pico Boulevard. No protected trees, as defined by the City of Los Angeles Municipal Code (LAMC), are present on-site.

The combined properties within the Sign District boundary total approximately 4.32 acres. The existing conditions in this area include surface parking lots, commercial establishments on the Project Site, limited retail and residential uses, construction sites for high-density residential towers, and commercial buildings fronting the Metro rail station.

2.4 Existing Planning and Zoning

The Project Site is located in the Central City Community Plan Area, which extends from Eighth Street on the north (the dividing line with the Financial District) to the Santa Monica Freeway on the south, and from S. Figueroa Street on the west (the dividing line with the Convention Center district) to South Los Angeles Street on the east. The Project Site is also within the City Center Redevelopment Project Area and a designated Los Angeles State Enterprise Zone.

The Project Site is located adjacent to but not within the LASED. The General Plan land use designation for the Project Site is Regional Center Commercial for the lots west of the alley and High Density Residential for the lots east of the alley. The Project Site is zoned C2 (Commercial) within the western portion of the site and R5 (Multiple Dwelling Residential) within the eastern portion of the site. The parcels fronting Figueroa Street are zoned C2-4D-O, with “4” denoting Height District 4, the “D” denoting a 6:1 FAR, and the “O” indicating that the parcels are in an Oil Drilling District. The parcels fronting S. Flower Street are zoned [Q]R5-4D-O, with the “R5” denoting a Multiple Dwelling Residential zone, the “4” denoting Height District 4, the “D” denoting a 6:1 FAR, the “Q” Qualified condition denoting restrictions on permitted uses and FAR, and the “O” denoting an Oil Drilling District.

The City is currently updating the Central City Community Plan. On February 6, 2017, the City issued a Notice of Preparation for the update and hosted a public scoping meeting on February 16, 2017. The Project Site is designated as a Transit Core area in the draft land use designation

maps. The maximum allowable FAR in the Transit Core is 13:1. Transit core areas are considered dense centers of activity built around regional transit hubs that provide easy access for pedestrians, transit users, and cyclists to a variety of experiences and activities. The general uses emphasized for the Transit Core are regional mixed-use, multi-family residential, retail, cultural, entertainment, and office uses.

2.5 Statement of Project Objectives

Section 15124(b) of the California Environmental Quality Act (CEQA) Guidelines states that a project description shall contain “a statement of the objectives sought by the proposed project.” In addition, Section 15124(b) of the State CEQA Guidelines further states that “the statement of objectives should include the underlying purpose of the project.”

The underlying purpose of the Project is to develop a modern mixed-use hotel complex, with multiple hotel brands and room price points, which would be economically viable and supply the urban core with hotel rooms optimally located within walking distance to mass transit and regional entertainment destinations. This underlying purpose of the Project is also consistent with the Mayor’s and the Los Angeles Department of Convention and Tourism’s stated goal of reaching 8,000 hotel rooms within walking distance of the Convention Center.

The objectives for the Project include:

- Objective 1: Create a mixed-use hotel complex that contributes distinctive hotel rooms to the current and forthcoming hotel supply to help alleviate demand pressure created by tourism, convention business, and local and regional entertainment facilities.
- Objective 2: Provide a variety of hotel brands, room options at varying price points, and publicly accessible amenity spaces that support the concentration of residential uses, entertainment, retail, and convention destinations that are rapidly developing in the South Park district.
- Objective 3: Utilize a development site that the City has indicated is optimally located to support a revitalized Convention Center by creating a vibrant mixed-use hotel that is compatible with existing development patterns and reflects the City’s long-term planning goals for high-density development in transit core areas of downtown.
- Objective 4: Introduce an architecturally distinctive development that contributes dramatic elements to the City’s evolving skyline, complements the scale of adjacent development, and activates the pedestrian realm along adjacent street frontages.
- Objective 5: Enhance and activate the prominent corner of S. Figueroa Street and W. Pico Boulevard, facing the Convention Center, with distinctive sidewalks, landscaping, ground-floor retail uses and outdoor activity to attract and accommodate Convention Center patrons, visitors, and neighborhood residents.
- Objective 6: Redevelop an underutilized site by replacing the existing surface parking and moderate commercial uses with an economically viable and aesthetically attractive development capable of delivering over 1,000 hotel rooms on a physically constrained site that will be physically and programmatically compatible with the variety of urban uses in the vicinity.

- Objective 7: Improve pedestrian connectivity, safety, and security in the area by improving the pedestrian experience and wayfinding ability between the Convention Center, Gilbert Lindsay Plaza, LA Live, and the adjacent light rail station.
- Objective 8: Support the MyFigueroa plan goals for complete streets that make Figueroa Street safer and more attractive for walking, bicycling, and transit, and integrate components of the LASED Streetscape Plan and City’s Mobility Element to produce thematic continuity and plan consistencies where feasible.
- Objective 9: Create a sign district that encompasses the Project and the surrounding parcels which results in an aesthetically enhanced area inclusive of lighting, wayfinding elements, on- and off-site advertising, and improved aesthetic character that is generally compatible with surrounding sign districts and neighborhood improvement plans in the South Park area.
- Objective 10: Develop a feasible mixed-use hotel complex that efficiently concentrates density on the site and stimulates the economic vitality of the region by providing construction and permanent jobs, attracting commercial tenants and hotel operators, and increasing hotel patrons that collectively increase City tax revenues directly and indirectly.

2.6 Description of the Project

The Project would be a mixed-use hotel development that locates a high-density hotel complex and retail uses adjacent to light rail transit, the Convention Center, and several major entertainment venues of Downtown Los Angeles. The Project represents a form of public-private partnership because the Project Site is currently composed of publicly- and privately-owned parcels. The Project would include approximately 506,682 square feet of floor area in two hotel towers with retail/restaurant and hotel lobby uses located on the ground floor. The Project would provide up to 1,162 hotel rooms within two towers that would likely contain three hotel brands at varying price points designed to support tourism, convention business demand, and city-wide needs for hotel rooms.

As noted above, Hotel A and Hotel B would be located in a 42-story tower inclusive of a seven-story podium that contains retail uses, parking, signage, and architectural elements. The Hotel A/B Tower podium would include approximately 11,000 square feet of ground-floor commercial space and 353 vehicle parking spaces for all three hotels.

Hotel C would be located in a 25-story tower with hotel and retail uses inclusive of a three-story podium containing approximately 2,145 square feet of ground-floor commercial space, hotel lobby facilities, and guest amenities.

The Project would also provide 55 short- and long-term bicycle parking spaces for Hotel A and Hotel B, as well as 26 short- and long-term bicycle parking spaces for Hotel C. Prior to the development of the towers, the Applicant would demolish the existing two-story commercial building and surface parking lots that currently occupy the Project Site. Below is a general description of the Project’s technical, economic and environmental characteristics.

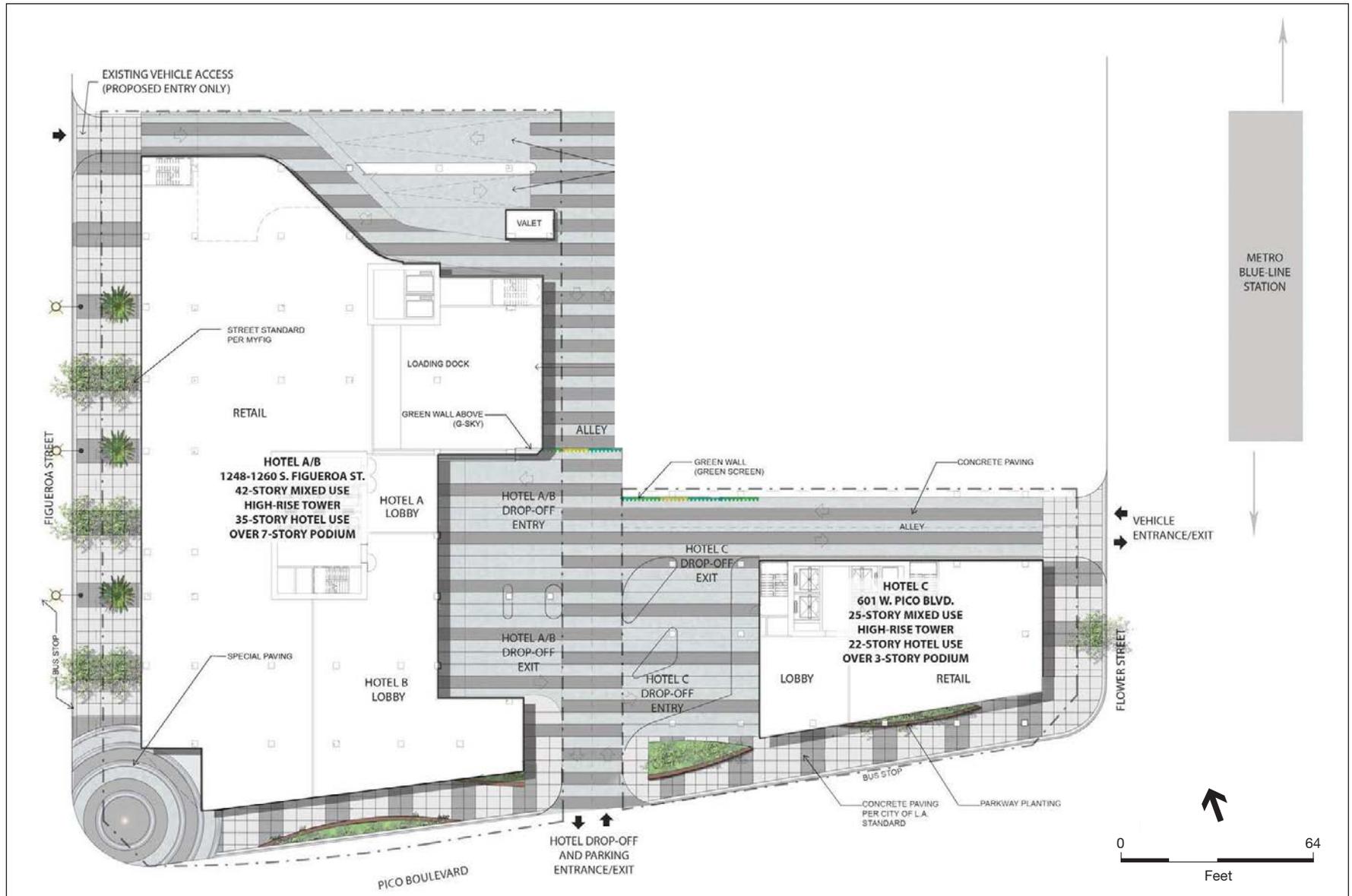
Development Program Summary

The proposed development program is discussed in detail below and summarized in **Table 2-1, Proposed Development Program**. A conceptual site plan for the Project is shown in **Figure 2-3, Conceptual Site Plan**. Plans of the upper-story and rooftop pool decks and amenity spaces in both buildings are shown in **Figure 2-4, Hotel A/B Tower – Level 8 Pool Deck Amenities**, **Figure 2-5, Hotel A/B Tower – Level 36 Landscaped Viewing Deck Amenities**, and **Figure 2-6, Hotel A/B Tower – Level 41 Rooftop Pool Deck Amenities**, and **Figure 2-7, Hotel C Tower – Level 24 Rooftop Pool Deck Amenities**. Preliminary concept renderings of the Project are shown in **Figure 2-8, Oblique Aerial View** and **Figure 2-9, Detail Oblique Aerial View**.

**TABLE 2-1
PROPOSED DEVELOPMENT PROGRAM**

Total Uses	Space	
Hotel		
Hotel Rooms (A&B)	820	rooms
Hotel Rooms (C)	342	rooms
Sky Lobby (A) / Ground Level Lobby (B)	7,440/4,000	sf
Meeting Space (A&B)	11,826	sf
Amenities		
Pool Deck (Level 41 – A&B Roof) - Outdoor	6,240	sf
Fitness Center (Level 8 – A&B) - Indoor	1,750	sf
Fitness Deck (Level 8– A&B) Outdoor	3,281	sf
Pool Deck (Level 8– A&B) Outdoor	7,000	sf
Food & Beverage (Level 8 – A&B) Indoor	3,694	sf
Food & Beverage (Level 8 – A&B) Outdoor	5,218	sf
Roof Pool Deck (Level 24 – C) Outdoor	6,000	sf
Amenities (Level 2 – C) Indoor	9,000	sf
Commercial		
Retail/Restaurant (A&B)	11,000	sf
Retail/Restaurant (C)	2,145	sf
<i>Total Commercial Floor Area</i>	13,145	sf
Total Building Floor Area	506,682	sf
Open Space		
Ground Level	8,626	sf
Level 8 (A&B)	14,344	sf
Level 36 (A&B)	3,355	sf
Level 41 (A&B Roof)	7,257	sf
Building Podium (C)	1,260	sf
Level 24 (C Roof)	4,948	sf
Total Open Space (combined across Project Site)	39,790	sf

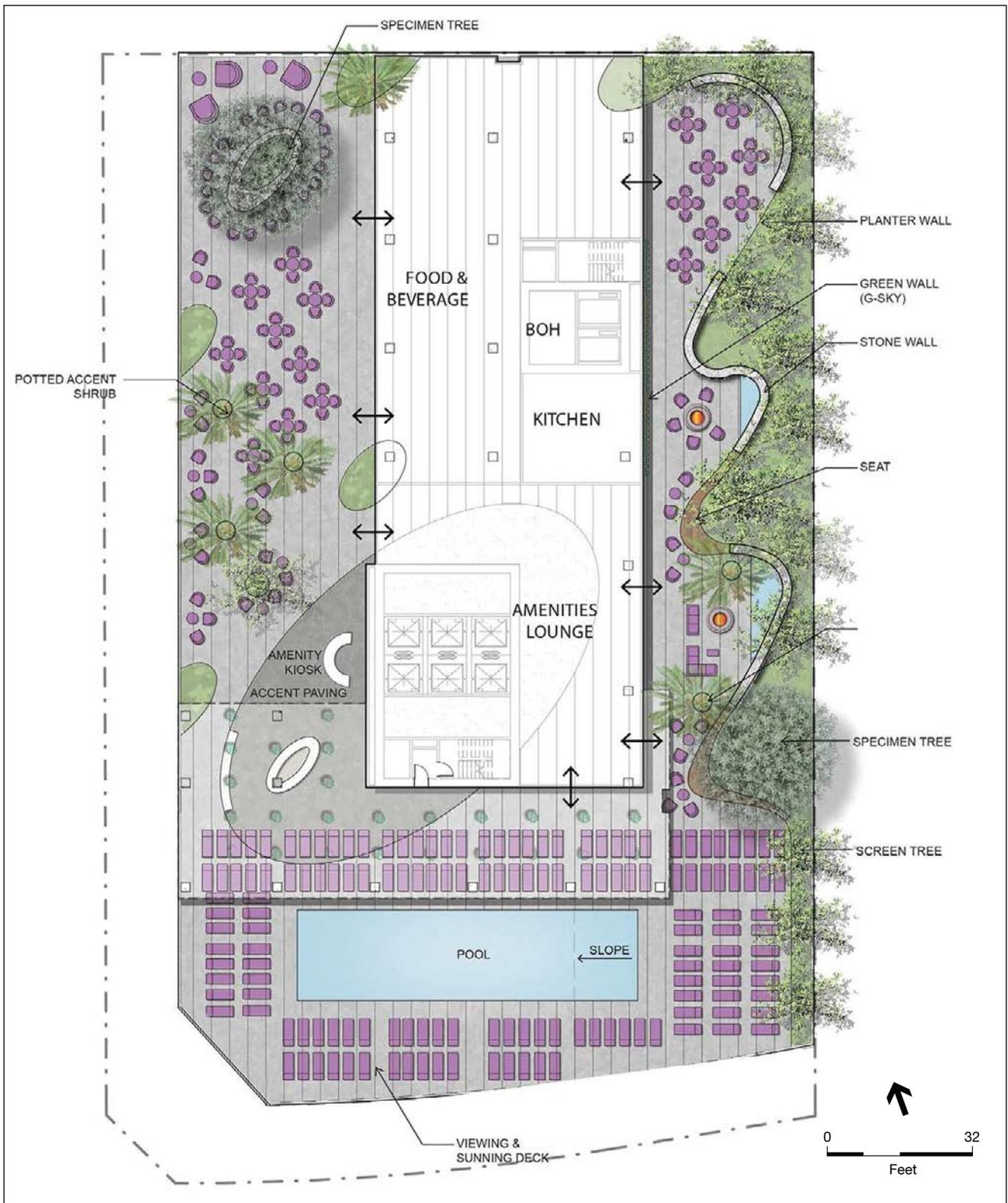
SOURCE: ESA and Gensler, 2017



SOURCE: Gensler, 2016

Fig+Pico Conference Center Hotels
Figure 2-3
 Conceptual Site Plan





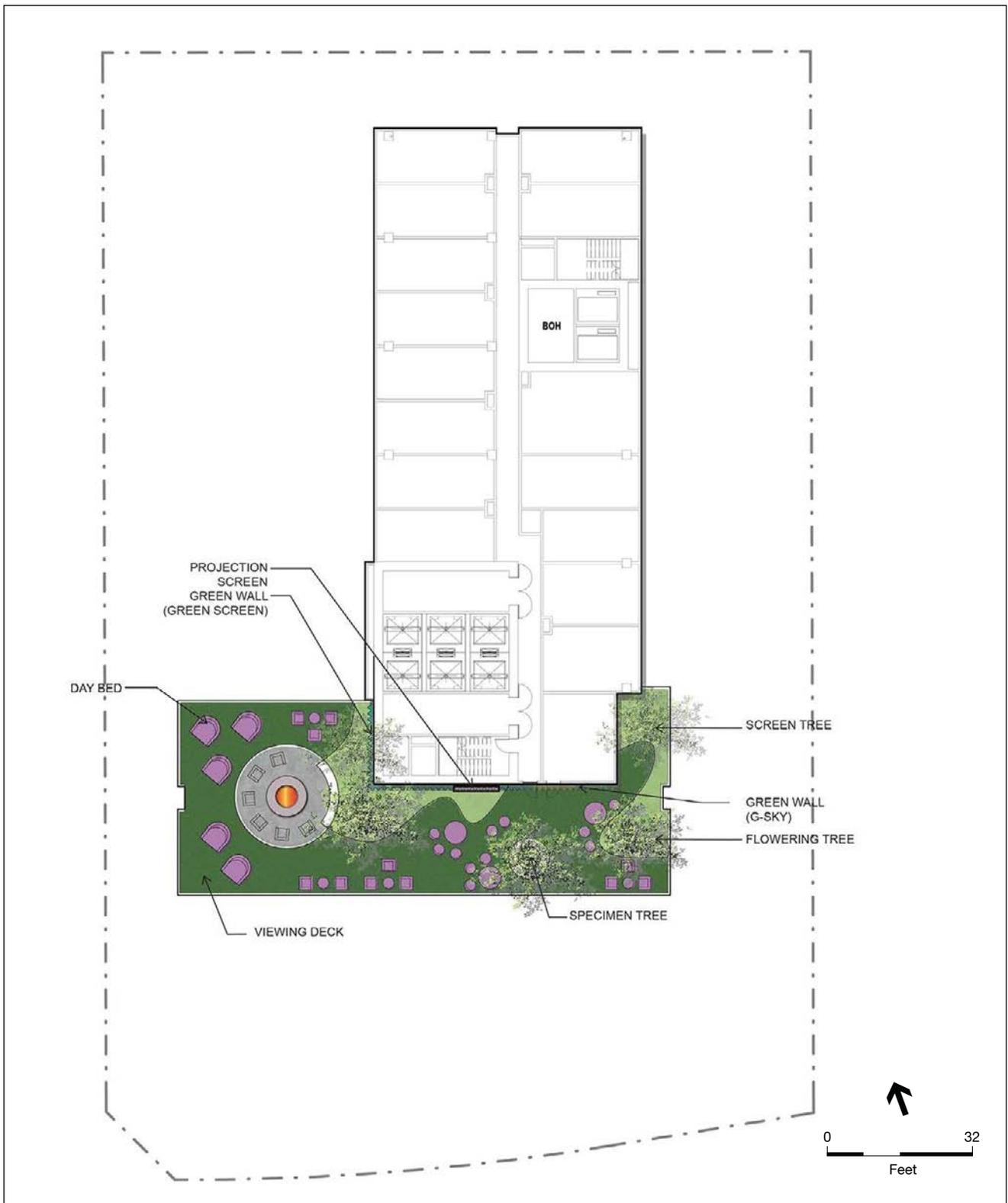
SOURCE: Gensler, 2016

Fig+Pico Conference Center Hotels

Figure 2-4

Hotel A/B Tower – Level 8 Pool Deck Amenities





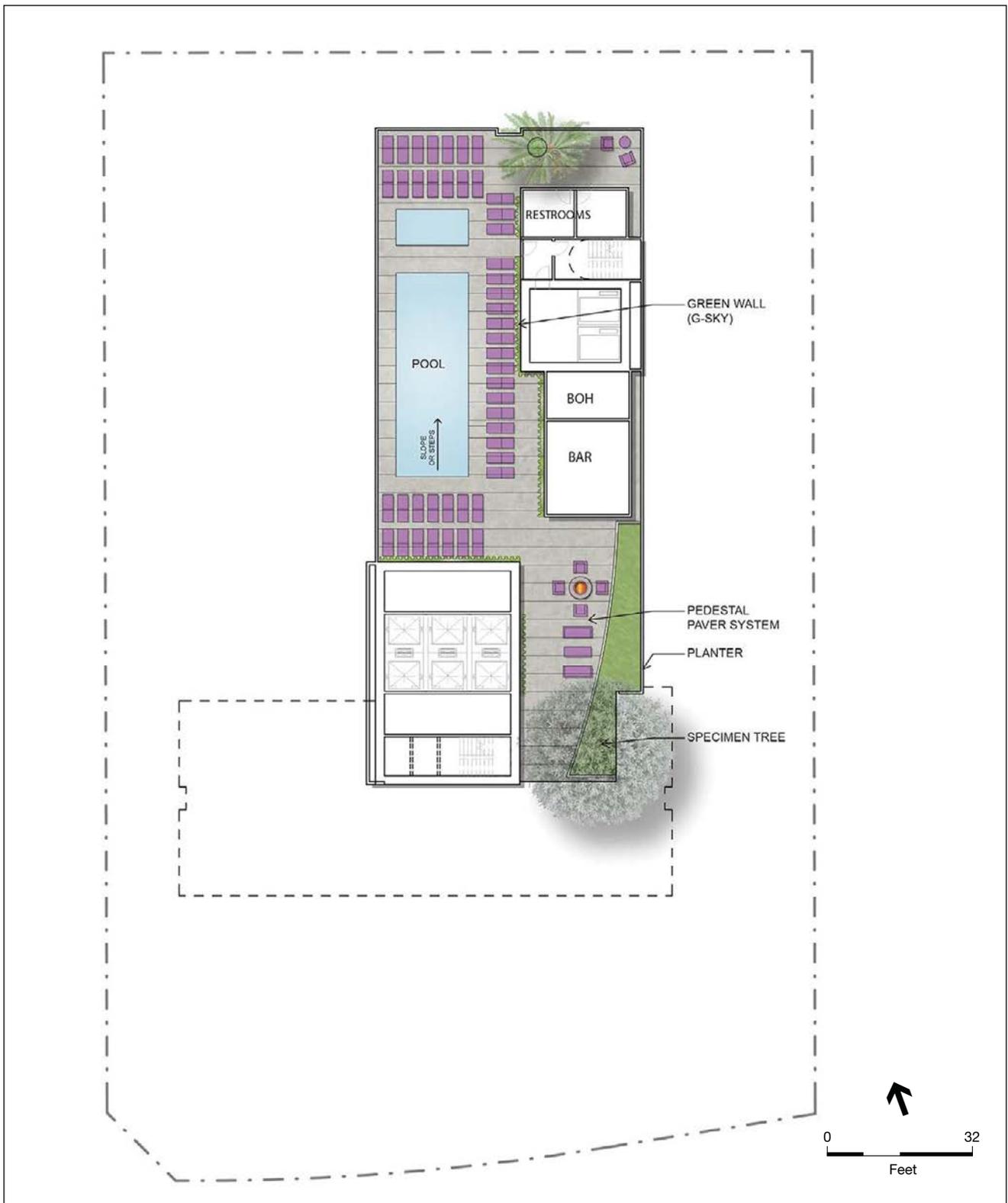
SOURCE: Gensler, 2016

Fig+Pico Conference Center Hotels

Figure 2-5

Hotel A/B Tower – Level 36 Landscaped Viewing Deck Amenities





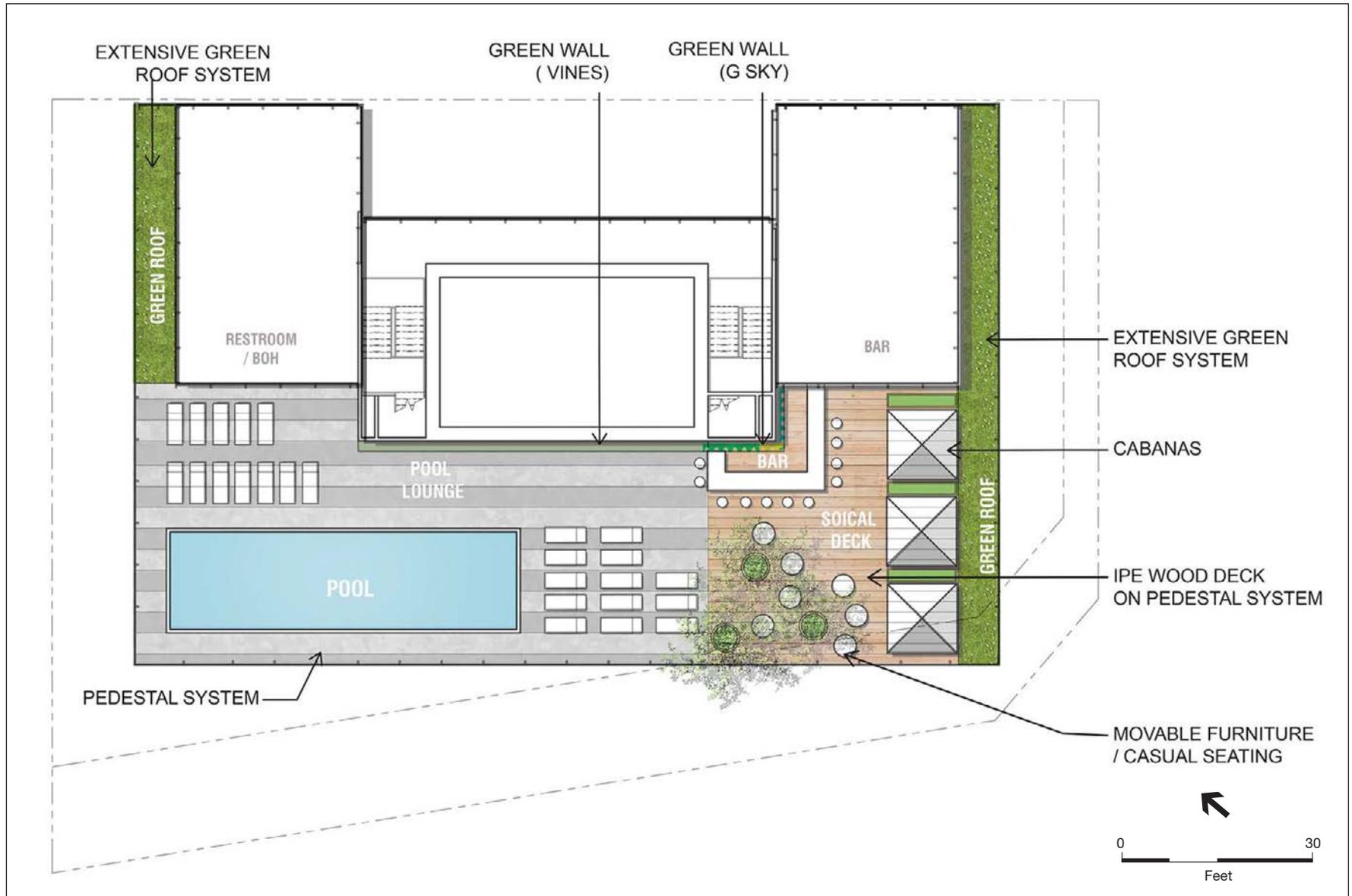
SOURCE: Gensler, 2016

Fig+Pico Conference Center Hotels

Figure 2-6

Hotel A/B Tower – Level 41 Rooftop Pool Deck Amenities





SOURCE: Gensler, 2016

Fig+Pico Conference Center Hotels

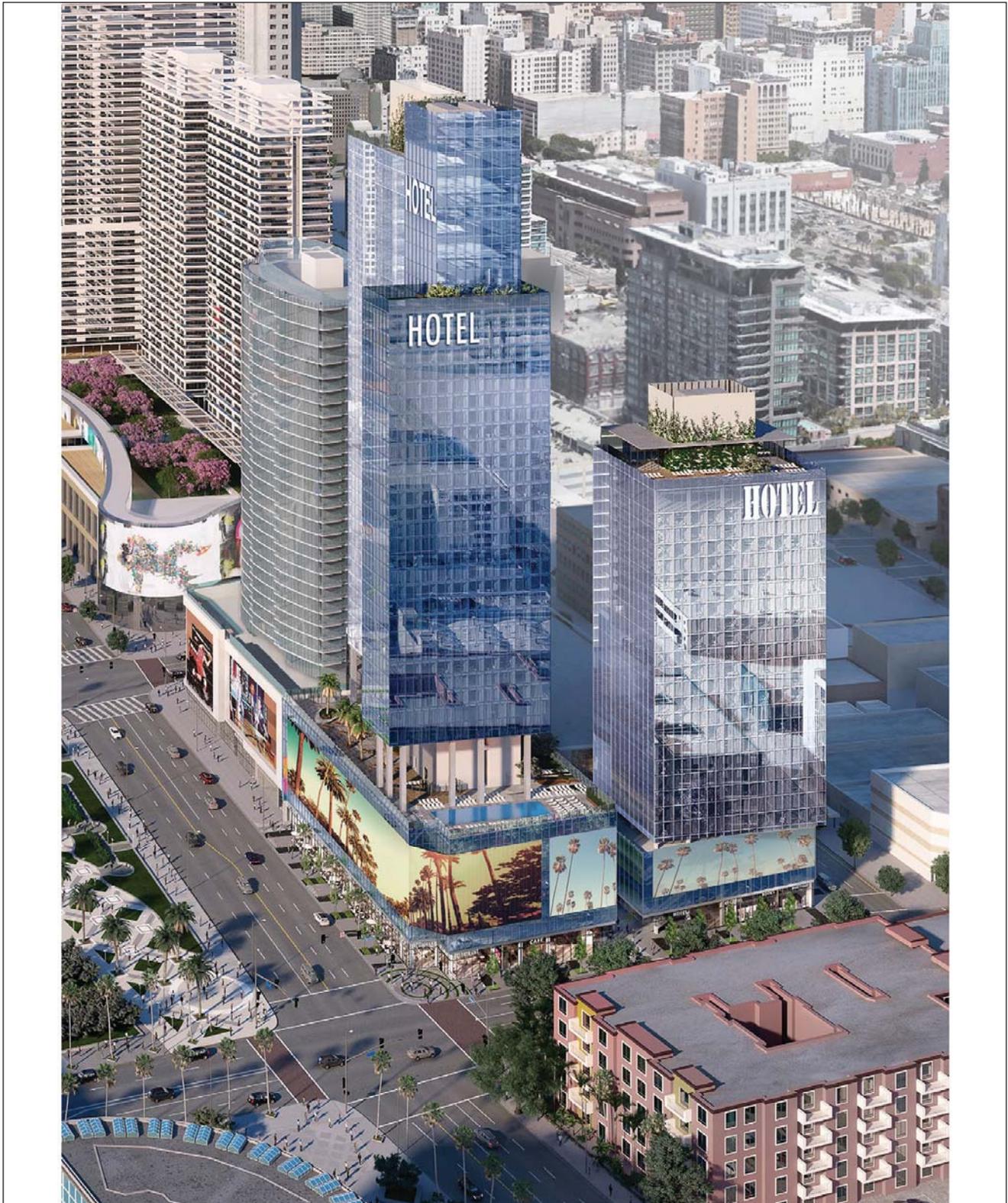
Figure 2-7
Hotel C Tower – Level 24 Rooftop Pool Deck Amenities



SOURCE: Gensler, 2017

Fig+Pico Conference Center Hotels

Figure 2-8
Oblique Aerial View



SOURCE: Gensler, 2017

Fig+Pico Conference Center Hotels
Figure 2-9
Detail Oblique Aerial View

Hotel Towers

Hotel A and Hotel B would be contained in a 42-story tower that is approximately 529-feet high located on the northeast corner of S. Figueroa Street and W. Pico Boulevard. Hotel A and B would be developed atop a seven-story podium. The podium would be approximately 90 feet tall and would be compatible with the neighboring property to the north to maintain a consistent street wall along the street frontage. The primary lobby for Hotel B and a small satellite lobby for Hotel A would be located on the ground floor along W. Pico Boulevard along with approximately 11,000 square feet of ground-floor commercial space fronting on S. Figueroa Street. Levels 2 through 7 would contain 353 parking spaces and mechanical equipment and would be screened with architectural elements and signage. The 8th floor would include a landscaped pool deck and food and beverage facilities open to the public and hotel guest and visitors. The 8th floor would also include a fitness center available to hotel guests. The 8th floor would service Hotel A and Hotel B and include third-party operated facilities, as well as amenities that are ancillary to the hotels. The 8th floor outdoor deck would be programmed with activities and music that complement the food and beverage operations. The 9th and 10th floors would contain approximately 11,826 square feet of conference rooms and flexible meeting space serving all three hotels. Floors 11 through 38 would contain up to 820 guest rooms ranging in size from 178 square feet to 295 square feet for a standard room. A portion of the 36th floor would also contain an open-air landscaped viewing deck serving all three hotels. Floors 39 through 42, above the hotel guest rooms, would be stepped back from the lower floors and house a variety of functions. The 39th floor would contain a 7,440-square-foot sky lobby and guest amenities for Hotel A, while the 41st floor would contain an open-air landscaped pool deck for Hotel A. Floors 40 and 42 would house mechanical equipment serving the building.

Hotel C would be located in a 25-story tower that is approximately 326 feet high located on the corner of W. Pico Boulevard and S. Flower Street. The ground floor would contain approximately 2,145 square feet of ground-floor retail/restaurant commercial space fronting on W. Pico Boulevard and S. Flower Street as well as the Hotel C lobby. The 2nd level of the podium would contain Hotel C guest amenities, and the 3rd level would contain mechanical equipment. The Hotel C podium would not contain parking. Floors 4 through 22 would house up to 342 guest rooms ranging from 295 square feet for a standard room to 447 square feet for a suite. Hotel C would have a rooftop pool deck with guest amenities on Floor 24. The 23rd floor would house mechanical equipment, as would Floor 25, which would be stepped back from the lower floors and constitute a two-level housing and enclosure for mechanical equipment serving the building.

Design and Architecture

The Applicant would construct the Project in a contemporary architectural style that would be consistent with the existing urban uses and high-density developments in the immediate vicinity. At the street level, the Project would be designed to reinforce the pedestrian nature of the S. Figueroa Street corridor and would include an internal porte-cochère drop-off from W. Pico Boulevard connecting to the hotels' ground floor lobbies and retail and restaurant spaces.

Along the street level, the building podiums would include architectural treatments such as folded sculptural aluminum and glass elements, architectural lighting, and a signage program

implemented as part of the proposed Sign District. The façade would contain partially operable façade elements at the street level to promote openness and allow indoor spaces and activities to be accessible and visible from the outside. The entire podium street front would create a high degree of visual transparency with low reflectivity glass. The podiums and towers would also contain signage integrated into the buildings' architecture that would also visually screen the parking levels and would be designed to be consistent with signage permitted in the surrounding areas. The towers are positioned in an orthogonal arrangement above the podiums and vary in height.

Open Space and Landscaping

The proposed hotels include open space above the podiums and on the rooftops, including pool decks and hotel guest gathering areas. The Project would provide approximately 39,370 square feet of space throughout the ground floor, podiums and rooftops. The Hotel A/B Tower's 8th floor would include a landscaped pool deck, food and beverage facilities, and a fitness center. A portion of the 36th floor would also contain an open-air landscaped viewing deck. The 41st floor would contain an open-air landscaped pool deck and ancillary food and beverage uses. Hotel C would contain a 4,948-square-foot roof deck containing a pool lounging area, green roofs, green walls, cabanas, and various movable furniture for casual seating on the 24th floor. The Project would include 15-foot-wide sidewalks along S. Figueroa Street, S. Flower Street, and W. Pico Boulevard, which would be landscaped in compliance with the City's streetscape requirements. Overall, the Project would provide a total of 39,790 square feet of open space including approximately 8,682 square feet of landscaped area.

Access and Circulation, Parking, and Bicycle Amenities

As shown in Figure 2-3, *Conceptual Site Plan*, previously referenced, vehicular access to the Project would be provided via three access points, including: (1) an ingress/egress driveway alley off W. Pico Boulevard, (2) an ingress-only driveway off S. Figueroa Street, and (3) an ingress/egress driveway off S. Flower Street. The primary entrance would be the proposed driveway off W. Pico Boulevard, which would provide access to passenger drop-off areas for all three hotels, as well as to hotel parking at the rear of the site. A portion of W. Pico Boulevard would be restriped to provide a left turn lane into the Project Site. Direct access to parking would be provided along an ingress-only driveway off S. Figueroa Street. A driveway from S. Flower Street would provide secondary ingress and egress for parking, loading, and passenger drop-off for all three hotels. A total of 353 vehicle parking spaces would be provided. The Project would also provide 55 short- and long-term bicycle parking spaces for Hotel A and Hotel B, as well as 26 short- and long-term bicycle parking spaces for Hotel C. Additionally, the Metro Pico Station is located directly across S. Flower Street to the east.

As described above, all parking for the three hotels and commercial uses would be provided within the second through the seventh levels of above-grade podium, activated with retail and restaurant uses at grade and screened with architectural elements and signage above, within the Hotel A/B Tower. No parking spaces would be provided in the Hotel C Tower.

Lighting and Signage

The Project would provide streetscape improvements along all street frontages. The streetscape improvements would include street lighting as well as pedestrian scale lighting. The Project would include a comprehensive signage program that includes wayfinding signs as well as both on-site and off-site signage. In connection with the Project, a City-initiated Sign District would be implemented on the Project Site and certain surrounding parcels.

The proposed boundary of the Sign District is described above by specific parcels and encompasses the parcels along both sides of W. Pico Boulevard starting from S. Figueroa Street and ending mid-block past S. Flower Street before S. Hope Street. The Sign District would expressly permit digital and static signage on the Project Site.

Economic Characteristics

A portion of the Project Site is City-owned. For many years, the City has recognized the need for additional hotel rooms downtown in order to draw larger conventions and events to the area and make the City more competitive in convention and tourism. Similarly, on several occasions, the City has sought capable developers to acquire the city-owned parcels within the Project Site. The City has stated that the preferred outcome for the city-owned parcels would be to sell the land to a developer who would acquire the surrounding privately owned parcels to implement a large-scale development project that would increase hotel rooms in close proximity to the Convention Center. The Applicant has secured the surrounding private parcels and proposes a Project consistent with the City's intentions for its parcels.

The City's administrative and municipal code allow for the private sale of city land for economic development purposes. In connection with such a sale, the City and the Applicant would negotiate and execute a series of documents associated with the economics of Project, including but not limited to: (a) Development Agreement; (b) Hotel Development Incentive Agreement; and (c) Purchase and Sale Agreement. These documents memorialize certain economic characteristics of the Project, but do not have any potential physical impacts on the environment. The series of operative real estate documents, economic analyses, and findings to support the private sale of city land for economic development purposes would be subject to review and public hearings by the City's Economic Development Department and other required city decision makers.

Sustainability Features

The Project would be designed to comply with the State and City "green" building standards. The Project would be constructed in compliance with Title 24 California Green Building Standards and incorporate various sustainability features, including but not limited to low-flow plumbing fixtures in guest rooms and common areas and landscaping that incorporates a plant palette of native and drought-tolerant plantings and uses low-flow irrigation.

Anticipated Construction Schedule

Construction of the Project is expected to be completed in a single phase with overlapping development activities. Construction is anticipated to commence in early- to mid-2018, pending Project approval and EIR certification, with full buildout of the Project anticipated for 2022.

2.7 Project Design Features

The Project would include Project Design Features (PDFs) to reduce potential environmental impacts. The PDFs would be included in the Mitigation Monitoring and Reporting Program contained in the Final EIR. The PDFs are listed in **Table 2-2, Summary of Project Design Features** and are further discussed in the technical sections indicated in the table.

**TABLE 2-2
SUMMARY OF PROJECT DESIGN FEATURES**

Draft EIR Section & Environmental Topic	Project Design Feature #	Project Design Feature Summary
4.1 Aesthetics	PDF AES-1	Construction Fencing: During construction of the Project, a construction fence for safety and to screen views to the Project Site shall be installed. The fence shall be located along the north, south, east and west perimeters of the Project Site with a minimum height of 8 feet.
	PDF AES-2	Screening of Utilities and Loading Areas: All utilities associated with the Project shall be screened from public view. All loading areas shall be located interior to the buildings or screened from public view.
	PDF AES-3	Glare: Glass and other building materials used in exterior façades shall be low reflective and/or treated with a non-reflective coating in order to minimize glare. Prior to issuance of a building permit, the Department of Building and Safety shall review the exterior building materials to confirm that they do not exceed the reflectivity of standard building materials, and shall not cause significant glare impacts on motorists or nearby residential uses. Glass with coatings required to meet the California Energy Code requirements shall be permitted, consistent with applicable energy and building code requirements, including Section 140.3 of the California Energy Code as may be amended.
	PDF AES-4	Light sources associated with Project construction shall be shielded and/or aimed so that no direct beam illumination is provided outside of the Project Site boundary.
4.2 Air Quality	PDF AQ-1	Green Building Measures: The Project shall be designed and operated to include energy and resource efficient features that exceed regulatory requirements, which shall include the following: <ul style="list-style-type: none"> • The Project shall include easily accessible recycling areas dedicated to the collection and storage of non-hazardous materials such as paper, corrugated cardboard, glass, plastics, metals, and landscaping debris (trimmings). • The Project shall install energy efficient appliances that meet the ENERGY STAR® rating standards or equivalent for both hotel and restaurant land uses. • The Project shall include efficient heating, ventilation, and air conditioning (HVAC) systems (ENERGY STAR® rating standards or equivalent). • The parking structure shall be designed with occupancy-sensor controlled lighting that places lighting fixtures in a low power state in unoccupied zones. • To encourage carpooling and the use of electric vehicles by

		<p>Project employees, guests, and visitors, the Project shall designate a minimum of 5 percent of on-site parking for carpool and/or alternative-fueled vehicles, and the Project design shall provide for the installation of the conduit and panel capacity to accommodate future electric vehicle charging stations into 10 percent of the parking spaces.</p>
	PDF AQ-2	<p>Construction Features: Construction equipment operating at the Project Site will be subject to a number of requirements. These requirements shall be included in applicable bid documents and successful contractor(s) must demonstrate the ability to supply such equipment. Construction measures shall include the following:</p> <ul style="list-style-type: none"> • The Project shall utilize off-road diesel-powered construction equipment that meets or exceeds the CARB and USEPA Tier 4 interim off-road emissions standards for equipment rated at 50 horsepower (hp) or greater during Project construction. All equipment shall be outfitted with Best Available Control Technology (BACT) devices including a CARB certified Level 3 Diesel Particulate Filter or equivalent. A copy of each unit's certified tier specification or model year specification and CARB or SCAQMD operating permit (if applicable) shall be available upon request at the time of mobilization of each applicable unit of equipment. • Equipment such as tower cranes and welders shall be electric or alternative fueled (i.e., non-diesel). Pole power shall be made available for use with electric tools, equipment, lighting, etc. • Alternative-fueled generators shall be used when commercial models that have the power supply requirements to meet the construction needs of the Project are readily available from local suppliers/vendors. • All on-road heavy-duty diesel trucks with a gross vehicle weight rating of 19,500 pounds or greater used at the Project Site shall be engine model year 2012 or later or shall comply with the USEPA 2007 on-road emissions standards.
	PDF AQ-3	<p>Control of VOCs: The Project shall utilize low-emitting materials pursuant to the requirements of the California Green Building Standards (CALGreen) Code. Indoor coatings shall be limited to 50 grams per liter of VOCs or less.</p>
4.3 Geology and Soils	PDF GEO-1	<p>A qualified geotechnical engineer shall be present on the Project Site during excavation, grading, and general Project Site preparation activities to monitor implementation of the recommendations specified in the geotechnical reports.</p>
4.8 Noise	PDF NOISE-1	<p>Prohibition of Idling: The Project shall not allow delivery truck idling of main engines in the loading area. Signs shall be posted prohibiting idling.</p>
4.9 Public Services		
4.9.2 Police Protection	PDF POL-1	<p>On-Site Construction Security Measures: During construction, on-site security measures shall include:</p> <ul style="list-style-type: none"> • Private security personnel shall monitor vehicle and pedestrian access to the construction areas and the Project Site; and • Construction fencing with gated and locked entry shall be installed around the perimeter of the construction site.
	PDF POL-2	<p>Provision of Project Diagrams to LAPD: Prior to the issuance of a building permit, the Project shall provide the LAPD Central Area Commanding Officer with a diagram of each portion of the Project Site, including access routes, gate access codes, and additional information, as required, to facilitate potential LAPD responses.</p>
	PDF POL-3	<p>On-Site Operational Security Measures. The Project shall provide an extensive security program to ensure the safety of hotel guests, employees and other visitors to the Project Site. On-site security measures during Project operation shall include:</p> <ul style="list-style-type: none"> • Comprehensive coverage and monitoring of key areas through Close Circuit Television (CCTV) systems;

- Access to non-public areas of the Project shall be restricted by electronically controlled locking and access cards;
- Full time 24-hour security shall be provided, including security in each hotel tower along with roving patrols.

4.10 Transportation and Traffic	PDF TRAF-1	<p>Construction Management Plan: A detailed Construction Management Plan shall be submitted to the City's Department of Transportation (LADOT) for review and approval prior to the start of any construction work. The Construction Management Plan shall show the location of any roadway or sidewalk closures, traffic detours, haul routes, hours of operation, protective devices, warning signs, and access to abutting properties. The Construction Management Plan shall formalize how construction shall be carried out and identify specific actions that shall be required to reduce effects on the surrounding community. The Construction Management Plan shall be based on the nature and timing of the specific construction activities and other projects in the vicinity of the Project Site, and shall include, but not be limited to, the following elements as appropriate:</p> <ul style="list-style-type: none"> • Advance, bilingual notification of adjacent property owners and occupants of upcoming construction activities, including durations and daily hours of operation. • Prohibition of construction worker or equipment parking on adjacent streets. • Temporary pedestrian, bicycle, and vehicular traffic controls during all construction activities adjacent to Figueroa Street, Flower Street, and Pico Boulevard, to ensure traffic safety on public rights of way. These controls shall include, but not be limited to, flag people trained in pedestrian and bicycle safety at the Project Site's Figueroa Street, Flower Street and Pico Boulevard driveways. • Temporary traffic control during all construction activities adjacent to public rights-of-way to improve traffic flow on public roadways (e.g., flag men). • Scheduling of construction activities to reduce the effect on traffic flow on surrounding arterial streets. • Potential sequencing of construction activity to reduce the amount of construction-related traffic on arterial streets. • Contain construction activity within the Project Site boundaries. • Coordination with LADOT to address any overlapping of construction with the MyFigueroa project. • Coordination with Metro to address any construction near the railroad right of way. • Safety precautions for pedestrians and bicyclists through such measures as alternate routing, and protection barriers/fencing shall be implemented. • Scheduling of construction-related deliveries, haul trips, etc., so as to occur outside the commuter peak hours.
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4.11 Utilities and Service Systems	PDF WS-1	<p>Water Conservation Features: The Project shall provide the following specific water efficiency features:</p> <ul style="list-style-type: none"> • High efficiency waterless hybrid type urinals. • High efficiency water closet with flush volume of 1.1 gallons of water per flush. • ENERGY STAR[®] certified light commercial clothes washers – water factor of 4.2 or less, with a capacity of 4.5 cubic feet or smaller. • Domestic water heating system located close proximity to point(s) of use. • Cooling tower conductivity controllers or cooling tower pH conductivity controllers. • Water-saving pool filter.
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- Pool/spa recirculating filtration equipment.
- Pool splash troughs around the perimeter that drain back into the pool.
- Install a meter on the pool make-up line so water use can be monitored and leaks can be identified and repaired.
- Reuse pool backwash water for irrigation.
- Leak detection system for swimming pools and spas.
- Drip/subsurface irrigation (micro-irrigation).
- Micro-spray.
- Proper hydro-zoning/zoned irrigation (groups plants with similar water requirements together).
- Landscaping contouring to minimize precipitation runoff.
- Drought tolerant plants – 70 percent of total landscaping.

SOURCE: ESA 2017.

2.8 Anticipated Project Approvals

The list below includes the anticipated discretionary entitlements and other approvals associated with the Project. The Draft EIR analyzes impacts associated with the Project and provides environmental review sufficient for all necessary entitlements, agreements, and public agency actions associated with the Project. The discretionary entitlements, agreements, reviews, permits and approvals required to implement the Project would include, but would not necessarily be limited to, the following:

- City-initiated General Plan Amendment pursuant to LAMC Sections 11.5.6 and 12.32.A and City Charter Section 555 from High Density Residential to Regional Center Commercial to create General Plan Land Use Designation consistency.
- City-initiated Zone Change and Height District Change pursuant to LAMC Section 12.32 from [Q]R5-4D-O and C2-4D-O to C2-4-SN to permit an FAR of 10:1 by-right and up to 13:1.
- City-initiated “SN” Sign District pursuant to LAMC Sections 13.11 and 12.32.S on the Project Site and certain surrounding parcels for a comprehensive set of sign regulations.
- Conditional Use Permit pursuant to LAMC Section 12.24.W.24 to permit a hotel located within 500 feet of an R Zone.
- Conditional Use Permit for FAR averaging across a unified development pursuant to LAMC Section 12.24.W.19.
- Master Conditional Use Permit pursuant to LAMC Section 12.24.W.1 to permit the sale and dispensing of a full line of alcoholic beverages for on-site consumption.
- Conditional Use Permit pursuant to LAMC Section 12.24.W.18 to permit live entertainment and dancing.
- Site Plan Review pursuant to LAMC Section 16.05 for a development project that creates 50 or more guest rooms.
- Vesting Tentative Tract Map for the subdivision of the Project Site pursuant to LAMC Section 17.15 and establishment of dedications, easements, or vacations as necessary.
- Approvals for building, shoring, excavation, foundation, encroachment, and other related permits to allow construction of the Project.

- Temporary street closures and haul route approvals, as needed, during the construction process.
- Other approvals and permits as may be required to construct and operate the Project.

Other agreements and approvals required to implement the Project would include, but would not necessarily be limited to, the following.

- Development Agreement between the City of Los Angeles and the Applicant.
- Hotel Development Incentive Agreement between the City of Los Angeles and the Applicant.
- Purchase and Sale Agreement between the City of Los Angeles and the Applicant for the City parcels within the Project Site.