
II. PROJECT DESCRIPTION

A. PROJECT OBJECTIVES

The overall purpose of the Los Angeles Sports and Entertainment District (hereinafter referred to as the “Project”) is to make downtown Los Angeles a regional center for sports and entertainment and to achieve public goals aimed at enhancing the economic viability at the Los Angeles Convention and Exhibition Center. Creating a major regional urban entertainment center and mixed-use development that will complement the existing STAPLES Center and Los Angeles Convention and Exhibition Center will help to achieve this purpose. The basic objectives of the proposed Project are as follows:

- To create a major regional retail/entertainment center and mixed-use district that will complement STAPLES Center and serve as a catalyst for downtown and the Los Angeles Convention and Exhibition Center (that serves as a destination for visitors, workers, and residents);
- To implement a site plan that optimizes the synergy among the on-site uses, while establishing a focused spatial relationship between the Project, STAPLES Center, and the Convention Center which links these uses in a mutually beneficial manner, and provides visual and pedestrian linkages to adjacent parks and downtown Los Angeles.
- To provide a land use plan and development standards that ensure future Project success by creating Project identity and by increasing downtown employment and housing opportunities.
- To develop a properly sized convention hotel, containing ample meeting, ballroom, and related facilities with immediate adjacency and easy access to the Convention Center, that will enable the Convention Center to capture greater room night demand by attracting greater numbers of overnight convention guests and extending guest overnight stays to multiple days;
- To establish the convention hotel as a focal point of the development within the Olympic Properties (see Section II.B., Project Location) to provide hotel guests with an attractive and active entertainment/retail environment and establish the plaza as the means by which direct pedestrian linkages are established between the Project, STAPLES Center and the Convention Center.

- To identify a site which could accommodate a future expansion of the Convention Center that will enable the City to attract a greater number of major national conventions;
- To create a major public outdoor gathering place for a variety of special downtown events with open access to natural light and air;
- To create attractive new market-rate and affordable housing near downtown employment centers;
- To create a safe, vibrant and enjoyable pedestrian environment by developing a variety of entertainment and cultural venues, restaurants, shops, and services, especially along Figueroa Street;
- To connect the Project to the surrounding community through pedestrian, vehicular, transit, and visual linkages;
- To distribute parking among on-site and alternate site locations, including shared parking, to avoid congestion and to reinforce pedestrian linkages; and
- To create a regulatory framework to carry out these objectives which allows flexibility to respond to market conditions and which accommodates the Project's unique character and design through entitlements such as a specific plan.

In addition, the City of Los Angeles has adopted policies and objectives, which relate directly to the implementation of the Project. The manner in which the Project aids in the achievement of these policies and objectives is discussed in more detail in Section IV.A of this Draft EIR (Land Use), and is summarized below:

- To implement the policies of the City's *General Plan Framework*, the *Central Business District Redevelopment Plan*, and the City's *Downtown Strategic Plan* by locating major entertainment, cultural, and hotel facilities in the Downtown Center of Los Angeles;
- To implement the City's objective to fulfill the master plan requirements under the Disposition and Development Agreement (DDA) for the STAPLES Center development;
- To promote the continued redevelopment of the South Park Area (now characterized by obsolete and deteriorating residential and commercial structures, lack of maintenance of private properties, and high commercial vacancy rates) consistent with the objectives of the *Central Business District Redevelopment Plan*, *Downtown Strategic Plan*, and *Central City Community Plan*;

- To improve the quality and safety of the pedestrian environment through creation of an integrated streetscape program;
- To promote and energize the South Park area as a distinctive and attractive residential neighborhood consistent with the *South Park Development Strategies and Design Guidelines*;
- To implement the goals of the *Figueroa Corridor Economic Development Strategy* by establishing a strong focal point that serves as a linkage between downtown Los Angeles and USC/Exposition Park and promoting Figueroa Street as a grand boulevard, primarily through the use of streetscape improvements;
- To revitalize the identity and investment climate of downtown Los Angeles;
- To implement the City's Land Use/Transportation Policy by coordinating and concentrating development in proximity to transportation alternatives; and
- To help to implement the vision proposed in the proposed Community Plan Update for a special study area in the vicinity of STAPLES Center.

II. PROJECT DESCRIPTION

B. PROJECT LOCATION

The proposed Project site comprises approximately 27.1 acres over all or portions of six city blocks in the southwest section of downtown Los Angeles, approximately 1.5 miles southwest of Los Angeles City Hall, and 0.5 miles northeast of the Santa Monica Freeway (I-10)-Harbor Freeway (I-110) interchange. The Project lies within the South Park boundaries of the Central Business District Redevelopment Project area. Generally, the development areas that make up the site are located east and west of Figueroa Street, at Olympic Boulevard on the north and almost to Pico Boulevard on the south. The location of the Project site within the region and vicinity are illustrated on Figure 1 and Figure 2 on pages 39 and 40, respectively. An aerial photograph of the Project site and its relationship to the surrounding community is shown in Figure 3 on page 41.

For purposes of this Draft EIR, the Project site has been divided into six areas where development will occur. Three development areas are located west of Figueroa Street and are referred to as the “Olympic Properties.” Three additional development areas are located east of Figueroa Street and are referred to as the “Figueroa Properties.”

The development areas within the Olympic Properties include: (1) **Olympic West Properties**—the entire block east of the Harbor Freeway and west of Georgia Street, between Olympic Boulevard and 11th Street; (2) **Olympic East Properties**—the entire block east of Georgia Street and west of Figueroa Street, between Olympic Boulevard and 11th Street; and (3) **Olympic North Properties**—the southern portion of the block north of Olympic Boulevard and between Georgia and Francisco Streets.

The development areas within the Figueroa Properties include: (4) **Figueroa North Properties**—the southern portion of the block between Figueroa and Flower Streets, and north of Olympic Boulevard; (5) **Figueroa Central Properties**—the entire block between Figueroa and Flower Streets, and between 11th and 12th Streets; and (6) **Figueroa South Properties**—the northern three fourths of the block between Figueroa and Flower Streets and between 12th Street and almost to Pico Boulevard. The specific locations of each of these development areas are indicated by corresponding number on Figure 2 on page 40.

The proposed Los Angeles Sports and Entertainment District Specific Plan (“Specific Plan”) would address the issues that are otherwise covered by various City code provisions in order to provide comprehensive planning for the site. The Specific Plan would apply only to the Olympic West, Olympic East, Figueroa Central, and Figueroa South development areas (see Figure 2 and Figure 3 on pages 40 and 41, respectively), and would regulate uses for hotel, entertainment, retail,

Figure 1 Regional Location Map

Figure 2 Project Site and Vicinity

Figure 3 Aerial Photograph

restaurant, night club, office, residential, theater, museum, sports medical facility, parking (including shared parking and off-site parking), the sale and service of alcoholic beverages, electronic games, wireless telecommunication facilities, live entertainment and events, signage, urban design, streetscape, commercial corner, and floor area averaging. Development on the Olympic North and Figueroa North Properties would be entitled through approvals which may include conditional use permits and variances to allow office, medical offices, retail, wireless telecommunication facilities, parking, and other use permitted by the zoning. Related actions may include commercial corner, site plan review, shared parking, off-site parking, urban design, and any required findings or actions for development within the existing [Q]R5 zoning.

II. PROJECT DESCRIPTION

C. PROJECT CHARACTERISTICS

The Project site is located in the southwest section of downtown Los Angeles, near the intersection of the Harbor Freeway (I-110) and the Santa Monica Freeway (I-10). The Project site lies within the South Park boundaries of the Central Business District Redevelopment Project Area. The Project site is generally bounded by Olympic Boulevard on the north (except for one development area on the north side of Olympic Boulevard), Pico Boulevard on the south, Flower Street on the east, and the Harbor Freeway on the west and is divided into six development areas as described in Section II.B, Project Location (particularly the Regional Map in Figure 4 on page 44, the Project Vicinity Map in Figure 5 on page 45 and the Aerial Photograph in Figure 6 on page 46).

1. EXISTING CONDITIONS

Between 1997 and 1999, the Project site underwent conversion from an older mixed-use commercial-industrial and residential area to surface parking and support service facilities related to STAPLES Center. This transformation occurred as a result of the Disposition and Development Agreement (DDA) and subsequent Conditions of Approval between the Community Redevelopment Agency of the City of Los Angeles (CRA) and the Los Angeles Arena Company, LLC (Applicant), on March 26, 1998. Under the DDA, no further development except for surface parking may occur until the City and the CRA have approved a master plan for the DDA-specified area.

Existing land uses within and adjacent to the Project site consist of a mix of surface parking lots, multi-story commercial office buildings, multi-story residential apartment buildings, multi-story hotels/motels, warehouses, commercial (e.g., including a variety of medium and small businesses), light industrial, and institutional uses. Figure 4 through Figure 11 on pages 44 through 51 show some of the existing land uses and buildings presently located within the Project site. In addition, several historic buildings are located adjacent to the Project site. The area surrounding the Project site includes several structures characterized by poorly maintained buildings and landscaping. A more detailed description of existing land uses within and adjacent to the Project site is provided below.

Figure 4 Photograph Locations Map

Figure 5 Photographs of Existing Project Site

Figure 6 Photographs of Existing Project Site

Figure 7 Photographs of Existing Project Site

Figure 8 Photographs of Existing Project Site

Figure 9 Photographs of Existing Project Site

Figure 10 Photographs of Existing Project Site

Figure 11 Photographs of Existing Project Site

a. Existing Land Uses Within the Project Site

The Figueroa Central Properties are currently occupied by various surface parking lots and minor service/mechanical buildings. Several views of the Figueroa Central Properties are shown on Figure 4 through Figure 11 on pages 44 through 51. A covered ramp and below grade warehouse building are located on the mid-block of 11th Street between Figueroa and Flower Streets. Related mechanical buildings occupy small portions of the middle area of the Figueroa Central Properties. The Flower Street frontage of the Figueroa Central and Figueroa South Properties is occupied by surface parking lots that primarily serve STAPLES Center. The Figueroa North Properties consist of surface parking lots that are adjacent to the historic Variety Arts Center building and across the street from the Hotel Figueroa. The Variety Arts Center and Hotel Figueroa are not in and will not be altered as a result of the proposed Project.

(1) Existing Land Uses Within Olympic Properties

Existing land uses located west of Figueroa Street, between Olympic Boulevard and 11th Street (Olympic East and Olympic West Properties):

- Surface parking for STAPLES Center (approximately 2,040 spaces)—Lots 2 and 3, located between Olympic Boulevard and 11th Street, and bisected by Georgia Street. Lot 2 is located west of Georgia Street, and Lot 3 is located east of Georgia Street.

Existing land uses located west of Figueroa Street and north of Olympic Boulevard (Olympic North Properties):

- Surface parking for STAPLES Center (approximately 185 spaces)—Lot 4 is located between Georgia Street and Francisco Street, immediately north of Olympic Boulevard.

(2) Existing Land Uses Within Figueroa Properties

Existing land uses located north of Olympic Boulevard (Figueroa North Properties):

- Surface parking for STAPLES Center (approximately 148 spaces)—Lot 9 is located between Figueroa Street and Flower Street, immediately north of Olympic Boulevard.

Existing land uses located between 11th Street and 12th Street (Figueroa Central Properties):

- Surface parking for STAPLES Center (approximately 367 parking spaces and 22 bus parking spaces)—Lots 6 and 7 are located between Figueroa Street and Flower Street and between 11th Street and 12th Street.
- Covered ramp and warehouse building (below grade)—located along 11th Street, mid-block between Figueroa Street and Flower Street.
- Stairway enclosures and mechanical buildings (3)—located adjacent to a subterranean warehouse, south of 11th Street and west of Flower Street.

Existing land uses located south of 12th Street (Figueroa South Properties):

- Surface parking for STAPLES Center (approximately 475 spaces)—Lot 5 is located between Figueroa Street and Flower Street, between 12th Street and Pico Boulevard.

b. Existing Land Uses Adjacent to the Project Site

(1) STAPLES Center and Los Angeles Convention and Exhibition Center

Directly south of the Olympic Properties and west of the Figueroa Properties lie STAPLES Center and the Los Angeles Convention and Exhibition Center. STAPLES Center, located at the southwest corner of 11th Street and Figueroa Street, was completed in October 1999. The Los Angeles Convention and Exhibition Center complex, consisting of the West and South Halls, is located to the southwest of STAPLES Center between 11th Street and Venice Boulevard. A major expansion of the Convention Center was completed in 1993 that connected the South Hall to the existing West Hall exhibit facility via a two-story conference/meeting room facility that bridges Pico Boulevard.

(2) Existing Land Uses Adjacent to the Olympic Properties

Existing adjacent land uses located north of Olympic Boulevard and west of Figueroa Street (to 9th Street) consist of commercial uses and small businesses (e.g., Winston Tire Center and the Downtown Car Wash), medical offices (e.g., Health Care Medical Group), offices (e.g., California State PTA and Salvation Army), apartment buildings, a motel, the Hotel Figueroa, and restaurants. The existing 195-room Downtown Holiday Inn is located directly east of Figueroa Street between Olympic Boulevard and 11th Street. The raised alignment of the Harbor Freeway (I-110) forms a physical barrier along the western edge of the Olympic Properties.

(3) Existing Land Uses Adjacent to the Figueroa Properties

Existing adjacent land uses located between 11th Street and 12th Street east of Flower Street include the MTA Blue Line Light Rail tunnel, recently renovated commercial offices; warehouses; and surface and structured parking facilities for adjacent uses and shared with STAPLES Center. Existing land uses located east of Figueroa Street and north of Olympic Boulevard include the historic Variety Arts Center. East of Figueroa Street and south of Olympic Boulevard are the Petroleum Building, a church with a related child-care facility, adjacent senior housing, and commercial parking lots.

Existing adjacent land uses located between 12th Street and Pico Boulevard include a former auto dealership known as the Family Ford building and parking lots, and to the east of Flower Street, a 6-story commercial office building, the MTA Blue Line Pico Station, a printing and stationery supply company, other commercial buildings, and surface parking lots.

2. OVERVIEW OF PROJECT CHARACTERISTICS

a. Project Development Principles

The Project would implement a Specific Plan that describes and regulates basic planning, urban design, and development concepts for development of a majority of the Project site. The Project development principles describe the overall intent of the Project and provide a measure against which specific future development proposals can be evaluated. The principles include:

- Creating a major, unique, regional retail/entertainment center and mixed-use district to complement STAPLES Center and serve as a catalyst for downtown and the Los Angeles Convention and Exhibition Center;
- Enabling the development of a convention headquarters hotel and creating synergy that will enable the Los Angeles Convention and Exhibition Center to expand and attract national conventions and multiple-day guest stays;
- Creating a major public outdoor gathering place for special downtown events;
- Creating attractive new market-rate and affordable housing near downtown employment centers;
- Connecting the Project to the surrounding community through pedestrian, vehicular transit, and visual linkages;

- Distributing parking among on-site and alternate site locations, including shared parking, to avoid congestion and to reinforce pedestrian linkages; and
- Creating an environment that supports a rich and vibrant pedestrian environment with retail, restaurant, entertainment, and cultural venues that appeal to residents and visitors at all hours.

b. Development Plan

The proposed Project would permit the development of approximately four million square feet of new uses within the Project site. The Project also includes some demolition of minor (warehouse mechanical) buildings and unoccupied service structures on the Figueroa Central Properties. Project implementation would generally occur under the conditions and regulations of the proposed Specific Plan. Proposed development land use areas are summarized in Table 1 on page 56. The Specific Plan would permit development to occur in a manner that allows the property owner to respond to future market conditions. The Specific Plan applies to those areas where integrated hotel, retail, and entertainment uses would be contiguous with STAPLES Center and where the overwhelming majority (i.e., approximately 90 percent) of development is anticipated to occur. The two development areas north of Olympic Boulevard (Olympic North and Figueroa North Properties) would be developed using various discretionary actions which may include conditional use permits and variances to allow office, medical offices, retail, wireless telecommunication facilities, parking, and other uses permitted by the zoning.

c. Conceptual Plan

The proposed Project includes the development of a variety of hotel, retail, entertainment, and residential uses. The Project will be implemented via a Specific Plan and various other land use entitlements. The proposed Specific Plan would describe a range of allowable land uses and associated densities, as well as applicable building envelopes providing height limitations, setbacks, and related urban design parameters. As flexibility is contemplated in the Specific Plan with regard to particular uses, siting, and massing characteristics, a conceptual plan has been prepared as an illustrative scenario to comprehensively demonstrate a potential development program that implements the Specific Plan's land use and development standards ("Conceptual Plan"). The current Conceptual Plan for the Project is shown in Figure 12 on page 57. A summary of the Conceptual Plan land uses within each development area is presented in Table 1 on page 56. The Conceptual Plan is consistent with the allocation of land uses shown in Table 2 on page 58 and with all development regulations that will be made a part of the proposed Specific Plan. Although the Conceptual Plan shown in Figure 9 provides a reasonably probable illustration of how the future Project site may appear, the uses, location, and orientation of actual future buildings have not yet been determined. Landscaping and architectural features are consistent with Specific Plan requirements, but may vary from these images. It is anticipated that a substantial portion of the

Table 1
CONCEPTUAL PLAN LAND USE SUMMARY

Proposed Land Use^a	Olympic Properties (square feet)^b	Figueroa Properties (square feet)^b	Description	Total
Hotel	1,060,000	530,000	1,800 rooms	1,590,000
Retail/Entertainment/Restaurant	580,000	535,000	7,000 live theater/cinema seats, various other retail	1,115,000
Office/Commercial	200,000	225,000	Offices, medical, health club	425,000
Residential	—	870,000	800 dwelling units	870,000
Total	1,840,000	2,160,000		4,000,000

^a This table presents a land use description of the proposed Conceptual Plan for the Project. Under the proposed Project, land uses may be exchanged under an established land use Equivalency Program. As proposed, the Project will allow transfers among uses, however such transfers will not result in less than 1,400 hotel rooms or 500 residential units.

^b See Figure 5 on page 45 for the location of these Project areas.

Source: L.A. Arena Land Company, LLC

residential development would occur within the Figueroa Properties and most likely within areas zoned [Q]R-5.

d. Equivalency Program

An Equivalency Program is proposed to provide flexibility for modifications to land uses and square footages within the Specific Plan portion of the Project site in order to respond to the future needs and demands of the southern California economy and changes in Project requirements. The Equivalency Program is designed to direct how development will occur within the Project site. The Equivalency Program defines a framework within which land uses can be exchanged for certain other permitted land uses so long as the limitations of the Equivalency Program are satisfied and no additional environmental impacts occur. All permitted Project land use increases can be exchanged for corresponding decreases of land uses under the proposed equivalency program within the Specific Plan portion of the Project site.

For example, there may be increases in the square footages of certain land uses (i.e., office and/or residential) in exchange for decreases in the square footages of other land uses (i.e., hotel or retail/entertainment uses), provided that no additional environmental impacts occur. However, the Specific Plan will restrict the development of hotel rooms to no less than 1,400 rooms, nor fewer than 500 residential units. Table 3 on page 59 identifies the equivalency ratios for the land use categories included within the Project.

Figure 12 Conceptual Plan

Table 2

CONCEPTUAL PLAN -- LAND USE PLAN

Proposed Land Uses

	Convention Hotel/Hotel (sq.ft.)	Retail, Entertainment, Restaurant (sq.ft.)	Office (O), Medical Office (M), Sports Medicine (SM) (sq.ft.)	Residential (sq.ft.)	Health Club/ Sports Club (sq.ft.)	Totals (sq.ft.)
I. Olympic Properties:						
Olympic West	—	—	—	—	125,000	125,000
Olympic East	1,060,000 (1,200 rooms)	580,000 (7,000 seats)	—	—	—	1,640,000
Olympic North	—	—	75,000 (O)	—	—	75,000
Subtotal - Olympic Properties:	1,060,000	580,000	75,000	—	125,000	1,840,000
II. Figueroa Properties:						
Figueroa Central	—	320,000	—	870,000 (800 units)	—	1,405,000
Figueroa South	530,000 (600 rooms)	195,000	—	—	—	530,000
Figueroa North	—	20,000	90,000 (M) 135,000 (SM)	—	—	225,000
Subtotal - Figueroa Properties:	530,000	535,000	225,000	870,000	—	2,160,000
Development Totals:	1,590,000	1,115,000	300,000	870,000	125,000	4,000,000

Source: L.A. Arena Land Company, LLC

The Equivalency Program shall be implemented pursuant to the procedures set forth within the Project's Specific Plan. In summary, the Equivalency Program would only be implemented at the request of the Applicant, or its successors in interest. The process for implementing the Equivalency Program starts with the Applicant, or its successors in interest, filing a request with the Los Angeles City Planning Department (Department). This request will specifically identify the exchange in land uses proposed at that time and will be accompanied by information which demonstrates the requested exchange in land uses would not result in any environmental impacts that would be greater than those addressed within this EIR. After ministerial review, the Department shall determine if the proposed exchange in land uses would not result in any environmental impacts that would be greater than those addressed in this EIR. Should the Department determine that the environmental impacts of the proposed exchange of land uses does not exceed the environmental impacts addressed in this EIR, then the requested exchange in land uses would be granted. However, should the Department conclude that the proposed exchange in land uses would result in environmental impacts which are greater than those identified in this EIR, then additional environmental review would need to be completed prior to a decision by the Department to approve the requested exchange of land uses.

Table 3

**EQUIVALENCY MATRIX –
LAND USE SQUARE FOOTAGE CONVERSION FACTORS**

To this land use ¹										
From this land use ²										
	Hotel ²	Live Theater	Entertainment	Museum/ Visitor Attraction	Restaurant	Retail	Health Club	General Office	Medical Office	Residential ⁶
Hotel ¹	NA	16.111	0.397	0.183	0.088	0.144	0.104	0.201	0.114	0.821 ³
Live Theater	0.062	NA	0.025	0.011	0.006	0.009	0.007	0.013	0.007	0.076
Entertainment	2.519	40.330	NA	0.459	0.221	0.361	0.263	0.507	0.286	3.068
Museum/Visitor Attraction	5.459	87.944	2.180	NA	0.479	0.784	0.569	1.098	0.623	6.651
Restaurant	11.379	183.444	4.521	2.086	NA	1.634	1.187	2.292	1.300	13.866
Retail	6.966	112.111	2.767	1.275	0.612	NA	0.727	1.403	0.794	8.487
Health Club	9.600	154.667	3.808	1.759	0.843	1.376	NA	1.931	1.096	11.698
General Office	4.972	80.111	1.973	0.911	0.436	0.713	0.518	NA	0.577	6.059
Medical Office	8.762	141.167	3.500	1.605	0.770	1.259	0.913	1.762	NA	10.679
Residential ⁵	1.219 ⁴	13.222	0.326	0.150	0.072	0.118	0.086	0.165	0.094	NA

- Numbers shown in table represent conversion factors for square footage from one land use to another, to maintain trip totals equivalent to and not exceeding those assumed in the DEIR.
- Numbers are based on weekday PM peak hour trip generation data.
- For example, if it was desired to convert project square footage from retail to restaurant uses, the conversion factor to be used is 0.612, i.e. 75,000 sf of retail uses could be replaced with 45,900 sf of restaurant uses (75,000 sf x 0.612) without increasing the number of trips.

¹ Ratios are conversion factors from rooms to 1,000 sf.

² Ratios are conversion factors from 1,000 sf to rooms.

³ Ratios are conversion factors from rooms to DU's.

⁴ Ratios are conversion factors from DU's to rooms.

⁵ Ratios are conversion factors from DU's to 1,000 sf.

⁶ Ratios are conversion factors from 1,000 sf to DU's.

Source: The Mobility Group

3. DEVELOPMENT AREAS

a. Development on Olympic Properties

Under the Conceptual Plan, the Applicant has designated the Olympic Properties as the site that will house a 1,200-room headquarters convention hotel and a retail/entertainment/restaurant center to include up to a 7,000-seat live theater, night clubs and sports bars, a museum or cultural facilities, and a health club. Retail and food/beverage activities will also be developed in this area, and front upon an expanded outdoor plaza area that will be oriented to 11th Street to create a major public gathering place which complements the proposed land uses and is suitable for large public outdoor events. This plaza will provide a pedestrian linkage between the new convention hotel, STAPLES Center, and the Los Angeles Convention and Exhibition Center. Further, the proposed Project includes the vacation of the northerly 22 feet of 11th Street and the development of a pedestrian linkage through streetscape design across 11th Street, between Figueroa and Georgia Streets, as well as the ability to regularly restrict vehicular access during non-peak hours on 11th Street to enhance pedestrian activity and safety. Under the Conceptual Plan, the Olympic North Properties include a proposed medical office/sports center programmed to provide treatment and research services to professional sports activities that are hosted by STAPLES Center. Parking for this portion of the Project will be structurally integrated throughout the development, making it conveniently located in proximity to its associated activity. Project development on the southern half of the Olympic West Properties would provide sufficient space for the future expansion of the Los Angeles Convention and Exhibition Center.⁴

b. Development on Figueroa Properties

Under the Conceptual Plan, the Figueroa Properties are proposed to accommodate a second hotel (approximately 600 rooms), approximately 800 residential units, retail, and entertainment uses and associated additional parking. The Figueroa North Properties would accommodate office, retail, and restaurant uses. The Figueroa Central Properties would contain approximately 800 residential dwelling units as well as complementary retail, restaurant, and entertainment uses. A second 600-room hotel and complementary retail, restaurant, and entertainment uses would be located on the Figueroa South Properties.

⁴ *The Convention Center expansion would be undertaken separately from the proposed Project, consistent with the long-range goals set by the Los Angeles Convention and Exhibition Center Authority.*

4. DEVELOPMENT STANDARDS

a. Building Setbacks

New buildings would be designed to be a minimum distance from the face-of-curb (i.e., dedicated minimum sidewalk width and private pedestrian area), as follows:

Figueroa Street	18 ft.
Olympic Boulevard	15 ft.
Flower Street	15 ft.
11 th Street	15 ft.
12 th Street	15 ft.
Georgia Street	15 ft.
Francisco Street	15 ft.
Cherry Street	12 ft.

b. Building Height and Massing

To create a varied and integrated urban environment, the proposed Specific Plan defines building height and development density on an individual block basis. Under the Conceptual Plan, Olympic West Properties, adjacent to the Harbor Freeway, would be developed with a proposed FAR of 1.50. This area would allow buildings up to a height of 100 feet above grade, with a supplemental height limitation to 150 feet above grade over 25 percent of this area. The Olympic East Properties will be developed to a FAR not to exceed 6.0, with a height overlay of 175 feet above grade and a supplemental height limitation of up to 600 feet over 15 percent of the subarea. This supplemental height limitation is intended to accommodate the proposed convention hotel and to allow the hotel massing to be tall and slender, rather than a lower, bulkier configuration that might act as a wall that separates the Project from downtown. Development of the Olympic North Properties may include office uses, possibly related to sports medicine. The proposed development would be within a FAR of 3.0, a height overlay of 90 feet above grade, and a supplemental height limitation of up to 200 feet above grade over 60 percent of the subarea, as shown in Figure 13 on page 62.

The development proposed under the Conceptual Plan for the Figueroa Central Properties, and the area affected by the proposed realignment of 12th Street would not exceed a FAR of 6.0. Permitted development will rely upon a height overlay of 100 feet above grade, with a supplemental height limitation up to 350 feet over 25 percent of the subarea and up to 450 feet over 10 percent of the subarea. The Figueroa South Properties would also be developed under the Conceptual Plan

Figure 13 Project Height Overlays

within a FAR not to exceed 6.0, with a height overlay of 100 feet above grade and a supplemental height limitation up to 350 feet over 20 percent of the subarea. The Figueroa North Properties will accommodate office, retail, and restaurant uses, with structured parking. The proposed development will not exceed a FAR of 3.0, with a height overlay of 90 feet above grade (building podium) and a supplemental height limitation up to 350 feet over 60 percent of the subarea, while maintaining a 30-foot setback above the building podium, for any tower element where the Project adjoins the Variety Arts Center building, as shown in Figure 13.

5. DESIGN PLAN

a. General Design Principles

Development would follow general design principles to create the vision for the Project.

- **To create a special downtown sports and entertainment district that becomes an identifiable regional destination.**

The Project would be a focal point of downtown Los Angeles: a unique entertainment, sports, and retail-activity center complemented by an active mixed-use neighborhood. Building upon the presence of the adjacent STAPLES Center and Convention Center, the Project's dense urban character would provide the critical mass necessary to create a special place - a regional entertainment destination that generates transit and pedestrian activity. The architectural design would complement STAPLES Center with a bold contemporary style, while streetscape and signage would reinforce the Project's unique identity as an active place for entertainment, shopping, and dining.

- **To provide a rich mixture of uses that supports a lively, 24-hour environment.**

The Project features an animated mixture of both day and nighttime uses that serve downtown and regional markets. A major convention hotel and retail/entertainment center would serve as the "core development" that complements and supports STAPLES Center and the Convention Center. Other development would include another hotel and additional retail/entertainment uses, as well as office and residential uses that would further activate the district and tie the Project to the financial district and neighboring South Park Area. The housing component would be provided along Flower Street at a density that reinforces the Project's urban character.

- **To focus activity on the street and to create a safe and vibrant pedestrian-oriented district.**

The Project would be a lively pedestrian-oriented environment, with activity focused on the street. Project massing defines and gives priority to major street frontage. This would be accomplished through building podiums set at established height limits that provide a continuous building edge along the sidewalk. Towers rise above the podiums and are situated to allow adequate sunlight to reach streets and open spaces. An active streetscape environment would be emphasized through retail continuity. Ground floor entries and activities (e.g., window displays, outdoor dining) are oriented to the street, and open-air paseos. The pedestrian environment would be further enhanced with streetscape improvements, including generous sidewalks, furniture, lighting, way-finding graphics, and other amenities, which contribute to safe and attractive streets.

- **To encourage a public atmosphere that is centered on active streets and a major public outdoor gathering space that accommodates special events.**

The Project would be based on a non-internalized, open-air configuration that would feature plazas and paseos extending the urban grid. This open, connective pedestrian realm would emphasize the Project's public character and would be most clearly embodied in the major gathering place to be located across from STAPLES Center, along 11th Street. Situated where STAPLES Center pedestrian traffic converges and diverges, the central plaza would provide a unique identity for the district and is intended for use by a wide variety of gatherings and community events. Temporary closure of 11th Street extends this space for special STAPLES Center activities and events and enhances public safety. A number of retail and entertainment uses are oriented to further activate the plaza. Its design would emphasize flexibility in order to accommodate many different events.

- **To build strong linkages that connect the district to downtown and the surrounding urban fabric.**

The public character of the Project would be enhanced by its strong links to downtown and the surrounding community. In particular, the Project recognizes Figueroa Street as the principal connection to the rest of downtown. The Project is a critical node along this corridor and, therefore, presents a strong identity and iconic design quality. Features such as continuous retail frontage and strong visual connections to the central plaza would also reinforce Figueroa as an important pedestrian corridor. Because the Project emphasizes compatibility with its surroundings, linkages to the neighboring South Park Area would be equally important. Retail frontage and street improvements along 11th and 12th Streets would establish a pedestrian connection to the east, and housing along Flower Street would create an effective transition to the residential South Park neighborhood.

b. Design Standards**(1) Signs and Identity Elements**

The Project's signage concept supports the general design principles of contributing to the development of a unique and exciting sports and entertainment destination with a strong identity. The objectives of the signage concept and design standards are as follows:

- Use signage, graphics and lighting to define the Project as a distinctive place, emphasizing exciting and innovative expressions;
- Create a sports and entertainment themed system of street signage and graphics that reinforces the identity of the Project, advertises special activities and events, and aids in way-finding;
- Establish a special signage and lighting zone that creates an especially exciting, lively and animated character within the heart of the Project; and
- Announce the Project with freeway-oriented signage that capitalizes on its proximity to the Harbor Freeway.

(2) Streetscape (Interface with Perimeter Streets)

The Project's streetscape concept would support the general design principles of contributing to the development of a unique destination with a high level of street activity. The objectives of the streetscape concept and design standards are as follows:

- Reinforce the hierarchy of streets that is distinguished by design and function, and further the development of Figueroa corridor as a "grand" boulevard;
- Promote pedestrian safety and comfort along Project and adjacent streets to support the goal of creating a pedestrian-oriented district;
- Build a strong interface between building and sidewalk to generate a high level of street activity;
- Establish Project identity with a coordinated (themed) system of streetscape design and amenities;

- Permit temporary non-peak closure of 11th Street with special landscape and edge conditions between STAPLES Center and the central plaza to create a special, pedestrian-safe zone for celebrations and events; and
- Realign 12th Street to create a safe, controlled intersection at Figueroa Street and to strengthen the connection between the Project, the Convention Center, and the neighboring community, while maintaining good visual connections with the extended Metro Blue Line Pico Station at 12th Street.

(3) Landscaping

The Project's landscape concept supports the general design principles of contributing to the development of a unique destination with a highly public character. The objectives of the landscape concept and design standards are as follows:

- Establish a hierarchy of open spaces that is distinguished by design and function to create an open, connective pedestrian realm, as well as adding interest and diversity to the Project;
- Provide well-defined open spaces that are comfortable for a variety of active and passive human activities, including sitting, conversing, dining, and shopping;
- Create a central plaza that functions as a major public gathering place and focal point for special events and with maximum flexibility to accommodate a variety of public gatherings and events; and
- Provide a rich palette of landscape elements that enhances the Project as a special place and provides scale, shade, smell, seasonal color, and beauty to the Project area.

6. CIRCULATION PLAN

a. Vehicular Circulation

The principal vehicular circulation to access/egress the Project will take place via the surrounding public street system. There will be no internal surface-level vehicular circulation, with one exception: a private driveway looping through the northwest corner of the Olympic East Properties from Francisco Street to Georgia Street would serve as passenger drop-off and loading for taxis, shuttle busses, and other private/tour busses and to create an intimate urban retail setting. Otherwise, vehicular circulation would occur via the public street system to parking garages that

would be integrated throughout the Project to serve the various land uses. These entrances would be as follows:

- Olympic West Properties: Cherry Street (access/egress); Olympic Boulevard (access only); Georgia Street (access/egress)
- Olympic East Properties: Olympic Boulevard, opposite Francisco Street (access/egress); Georgia Street (access/egress)
- Olympic North Properties: Georgia Street (access/egress); Francisco Street (access/egress)
- Figueroa South and Figueroa North Properties: Figueroa Street and Flower Street (access/egress at all entrances)
- Figueroa Central Properties: Flower Street (access/egress at all entrances)

Vehicular access would not be provided from 11th Street due to the proximity of STAPLES Center and pedestrian safety concerns created during periods of high pedestrian flows. Also, driveway access would not be provided to the Olympic East Properties to/from Figueroa Street to avoid disruption of the anticipated high pedestrian volumes along this section of Figueroa Street.

b. Parking

The Project proposes to provide a total of 5,310 parking spaces in subterranean and above-grade parking garages at various locations on and near the Project site. These spaces will be distributed across the Project and/or by covenant in the vicinity of the Project. The Project intends to provide on-site parking generally in accordance with City code requirements, although, to meet 100% of the anticipated peak parking demand, additional private and public parking supply in the vicinity of the Project will be utilized. This dispersed approach to peak parking demand enhances pedestrian linkages, reduces traffic impact through dispersal, and avoids the need to build an oversupply of Project-related parking by spreading peak parking demand among off-site parking lots to encourage walking into the Project.

The existing surface parking spaces for STAPLES Center currently provided on the Olympic Properties would be replaced by 2,200-space parking garage to be constructed on the Olympic West Properties. During events at STAPLES Center, these 2,200 parking spaces would be reserved for the exclusive use of STAPLES Center patrons; at other times, these spaces would be available for general public use.

c. Pedestrian Circulation

The Project will provide major pedestrian facilities that will create a significant street-level walking environment throughout the site and within adjacent districts. An extensive amount of on-site pedestrian facilities would be provided, including plazas, walkways, and paseos to create multiple opportunities for active and passive activities.

On the Olympic East Properties, pedestrian activity would be focused on and around a large central plaza that opens to 11th Street, with pedestrian connections to Georgia Street, Olympic Boulevard, and Figueroa Street. Pedestrian circulation will occur among ground-level uses and upper levels, with vertical circulation assisted by escalators and elevators. A pedestrian bridge is planned from the second-level pedestrian circulation system westward, across Georgia Street, to the parking structure on the Olympic West Properties. This pedestrian bridge would facilitate pedestrian access/egress to parking and link pedestrian activity with the central plaza, STAPLES Center, and the Convention Center.

The Figueroa Central Properties would contain a mid-block, possibly curving, paseo that runs southward through the block, from the southeast corner of Figueroa Street and 11th Street to 12th Street. This paseo will provide ample opportunities for pedestrian interaction and will serve to link the Figueroa Central and South Properties to the central portion of the Project.

Pedestrian circulation will also occur on the public sidewalks that ring the Project site through design and landscape features that facilitate pedestrian activity. The anticipated synergy that would be created between the Project, STAPLES Center, and the Convention Center will create high volumes of pedestrian activity and the central plaza will serve as the focal point for this activity. At off-peak times, the Project envisions that 11th Street would be closed to the public between Figueroa and Georgia Streets to facilitate safe pedestrian flow and to enhance the pedestrian environment. Closure of this portion of 11th Street currently occurs during major events at STAPLES Center. These closures would be extended to start earlier in the evening, on weekends, and occasionally during mid-day events, as needed. Eleventh Street would remain open during morning and evening peak commute periods to allow vehicular access adjacent to STAPLES Center and the Convention Center and to ease access to freeway on/off ramps during these periods.

To further enhance pedestrian circulation, the curb-to-curb width of 11th Street between Figueroa and Georgia Streets would be reduced in width from 92 feet to 70 feet. The existing four-lane configuration with left turns and eastbound loading zone (at STAPLES Center) would be retained, but the narrower street section would facilitate pedestrian crossings and create a more suitable pedestrian-oriented environment.

The pedestrian circulation system will be designed to connect to pedestrian linkages to adjacent areas to the north, along the Figueroa Street Corridor to downtown, and easterly, into the South Park Area. In addition, pedestrian access will be enhanced to link with the Metro Blue Line Pico Station located across Flower Street from the Figueroa South Properties, at Pico Boulevard.

II. PROJECT DESCRIPTION

D. PROJECT DEVELOPMENT TIME FRAME

The proposed Project has been formulated based upon the Project objectives and anticipated market conditions, particularly a demand for additional convention hotel facilities, and entertainment, retail, and restaurant uses, as well as residential, office, and hotel uses on the Project site. As proposed, following Project approval by the City, site work and infrastructure development could begin in late 2001. Project development is expected to occur incrementally, with buildout scheduled to occur by 2008.

The Applicant proposes to construct the new parking structure on the northern half of the Olympic West Properties prior to commencing construction on the Olympic East Properties. A portion of this facility would serve as replacement parking for STAPLES Center that is displaced when development activities begin on the balance of the Olympic Properties. When Project construction and demolition activities begin, portions of the existing parking within the Olympic and Figueroa Properties may also be used as construction staging areas.

II. PROJECT DESCRIPTION
E. INTENDED USE OF THE EIR,
RESPONSIBLE AGENCIES, AND DISCRETIONARY ACTIONS

1. INTRODUCTION

As defined by Section 15161 of the *California Environmental Quality Act Guidelines*, this Draft EIR is a Project EIR and serves as the primary reference document in the formulation and implementation of a mitigation monitoring program for the Project, which is included in Appendix B. This Draft EIR is also intended to cover all State, regional, and local government discretionary approvals that may be required to construct or implement the Project, whether or not they are explicitly listed below. State and regional agencies which may have jurisdiction over the Project include, but are not limited to:

- Community Redevelopment Agency of the City of Los Angeles;
- California Department of Transportation (Caltrans);
- California Environmental Protection Agency, Department of Toxic Substances Control (DTSC);
- Los Angeles Regional Water Quality Control Board (LARWQCB);
- South Coast Air Quality Management District (SCAQMD);
- Southern California Association of Governments (SCAG); and
- Metropolitan Transit Authority (MTA).

The City of Los Angeles, acting through the City Planning Department, is the lead agency for the Project. The Los Angeles Community Redevelopment Agency (CRA) serves as a responsible agency due to overlapping jurisdictions on the Project site and because the Project lies within the Central Business District Redevelopment Project Area. Implementation of the Project will require approvals from the CRA Board and the Los Angeles City Council.

Approvals to be requested from the City of Los Angeles may include, but are not necessarily limited to, the following: (1) approval of a specific plan; (2) discretionary actions for the Olympic North and Figueroa North development areas which may include, without limitation, conditional use

permits and variances to allow office, medical offices, retail, wireless telecommunication facilities, parking, and other uses permitted by the zoning; and actions to approve a commercial corner, master liquor licenses, general plan amendment, community plan amendment, site plan review, shared parking, off-site parking, urban design, and any required findings or actions for development within the existing [Q]R5 zoning; (3) other discretionary actions which may include, without limitation, vesting tract maps, lot line adjustments, and other subdivision actions; revocable permits, street vacations and realignments, or other approvals for off-peak or temporary closure of 11th Street between Figueroa and Georgia Streets; (4) a Development Agreement or amendment thereto; (5) an Owner Participation Agreement or a Disposition and Development Agreement or amendment thereto; (6) a Reciprocal Easement Agreement or amendment thereto; and (7) other agreements or actions of the City in furtherance of the Project.

The following is an overview description of the primary approvals which are being sought for the Project. The environmental analysis in this Draft EIR includes all of the various approvals, permits and actions required to approve and implement the Project.

2. PROPOSED GENERAL PLAN AMENDMENT

As part of the Project, amendment to the *Land Use Element* of the *City of Los Angeles General Plan (General Plan)* and to the *General Plan Framework* are proposed. The proposed amendment include, but may not be limited to, those discussed below.

The *Central City Community Plan* is one of the 35 area plans that comprise the *Land Use Element* of the *General Plan*. Community Plan amendments are proposed to designate the Olympic West, Olympic East, Figueroa Central and Figueroa South Properties as a Specific Plan which will accommodate those uses proposed by the Los Angeles Sports and Entertainment District Specific Plan.

An amendment to the *General Plan Framework* Citywide Pedestrian & Transit-Related Priorities Map, is proposed to designate that portion of Figueroa Street, between Pico and Olympic Boulevards, as a “Pedestrian-Priority Street.”

3. PROPOSED ZONE CHANGE AND SPECIFIC PLAN

A portion of the overall Los Angeles Sports and Entertainment District project will be developed under a specific plan zoning ordinance (the “Specific Plan”). The Specific Plan area is proposed for a 3,750,000 square foot development within the two blocks of Olympic Boulevard and

two blocks of Figueroa Street, which face STAPLES Center and Convention Center. See Figure 2 on page 40.

Within the Specific Plan area, the development is comprised of the following mix of uses:

Hotel (1800 rooms)	1,590,000 sf
Retail/Entertainment/Restaurant (Including a live theater of 7,000 seats)	1,095,000 sf
Office	75,000 sf
Residential (800 units)	870,000 sf
Health Club/Sports Club	120,000 sf
Total development	3,750,000 sf

The development will include a central plaza, where public gatherings and some special events may take place. It also anticipates the temporary closure of Eleventh Street, between Figueroa and Georgia Street, during non-peak traffic periods, for use as a pedestrian area and public activities. The Specific Plan is intended to foster development to complement STAPLES Center, Convention Center and downtown community, by providing additional services and amenities to STAPLES Center and Convention Center visitors, and to employees and residents within the downtown area and to improve physical connections with downtown through a substantially enhanced pedestrian environment.

The Specific Plan ordinance would establish a complete set of development and operational requirements, which will address such issues as:

- maximum 3,750,000 square feet of development
- maximum building heights
- required traffic improvements
- open space and landscaping requirements
- urban design guidelines
- pedestrian connections with surrounding commercial areas
- parking requirements established for the LASED and an on-site parking management plan to monitor implementation of the parking requirements

- the sale and service of alcoholic beverages for on-site and off-site consumption within approved establishments and in conformance with specific operational requirements
- signage regulations and special designation for the unique signage and identification required by the LASERD
- streetscape design guidelines

The Specific Plan will also include a process through which individual land uses may be exchanged for other land uses, so long as the environmental impacts anticipated by the Project are not exceeded. This concept is referred to as "Environmental Equivalency" (see page 56 for additional information). However, the Specific Plan will restrict the development of hotel rooms to no less than 1,400 rooms, nor fewer than 500 residential units.

All development within the Specific Plan will require the review and approval of the Planning Director. In addition, the Specific Plan ordinance requires an Annual Report, which will monitor implementation of the LASERD development.

Discretionary actions for development areas 3 and 4, as shown on Figure 2, may include, without limitation, conditional use permits and variances to allow office, medical offices, retail, wireless telecommunication facilities, parking, and other use permitted by the zoning. Actions may include commercial corner, site plan review, shared parking, off-site parking, urban design, and any required findings or actions for development within the existing [Q]R5 zoning.

4. OTHER PROJECT APPROVALS

Two Vesting Tentative Tract Maps will be filed over four parcels as follows: one map for the area comprising the Olympic East and Olympic West parcels, including Georgia Street and a portion of 11th Street. This map will divide the property into airspace lots reflecting the various land uses on the property. It will provide for the sub-surface vacation of Georgia Street and a partial vacation of 11th Street.

A second airspace map will be filed over the Figueroa Central and Figueroa South parcels, including 12th Street. This map will be similarly divided to reflect the land uses in these parcels and will vacate and rededicate portions of 12th Street to provide for its new alignment.

Various required discretionary approvals and permits may include, but are not limited to:

a. City of Los Angeles

- Development Agreement;
- Disposition and Development Agreement;
- Reciprocal Easement Agreement;
- General Plan Amendment;
- Community Plan Amendment;
- Specific Plan;
- Any required zone changes necessary to implement the Project's development program;
- Conditional Use Permit (CUP) to allow for illuminated signage;
- Commercial Corner;
- CUP for the sale and on-site consumption of alcoholic beverages;
- CUP for wireless communications equipment;
- Site Plan Review Exemption Finding;
- Subdivision;
- Realignment of one or more City streets and potential closure or vacation of public streets and alleys within the Los Angeles Sports and Entertainment District site;
- Technical variances as required for project implementation;
- Any Cultural Affairs Commission approvals, if required;
- Easement agreements to facilitate construction and implementation of the project and shared uses;
- Modification from City sign regulations or other variances with respect to sign regulations;
- Clarification of existing parking variance for Los Angeles Convention and Exhibition Center;

- Department of Public Works permits for excavation and shoring in public ways and installation of public improvements;
- Department of Building and Safety permits including demolition, grading, foundation and building permits and haul route approval for export and import of soils materials; and
- Any other discretionary or ministerial actions or approvals as required.

b. Community Redevelopment Agency

- Implementation Agreement to Disposition and Development Agreement (DDA) or Owner Participation Agreement (OPA);
- Amendment to Reciprocal Easement Agreement; and
- Standard design review.

c. State of California

- California Department of Transportation (Caltrans) permits for possible freeway ramp intersection (not freeway ramp) improvements and minor encroachments during construction;
- Any required Caltrans approvals related to signage; and
- Regional Water Quality Control Board issuance of National Pollution Discharge Elimination System (NPDES) permits for control of construction runoff water quality.