

## IV. Environmental Impact Analysis



## **IV. Environmental Impact Analysis**

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### **A. Land Use Planning**

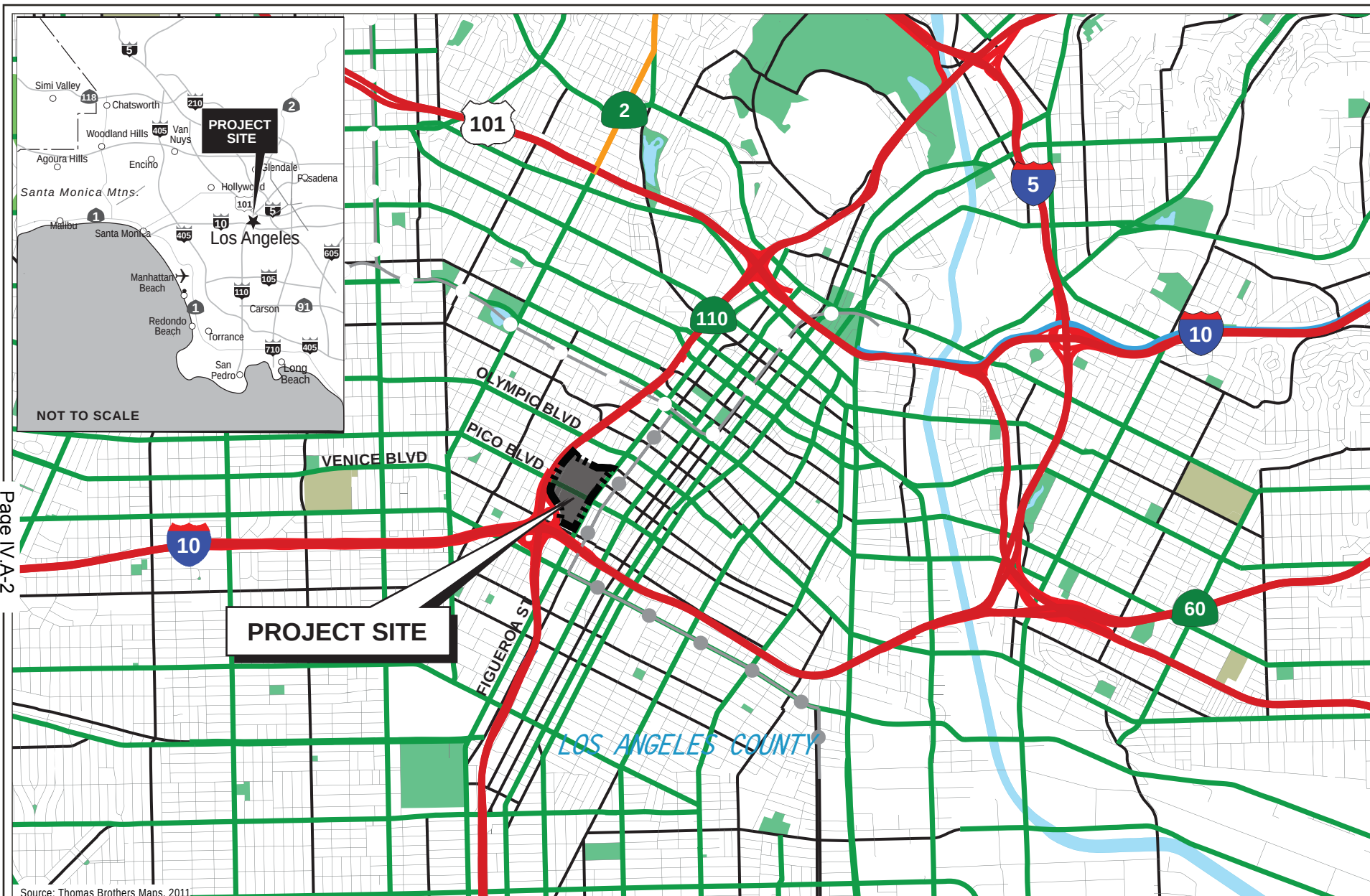
#### **1. Introduction**

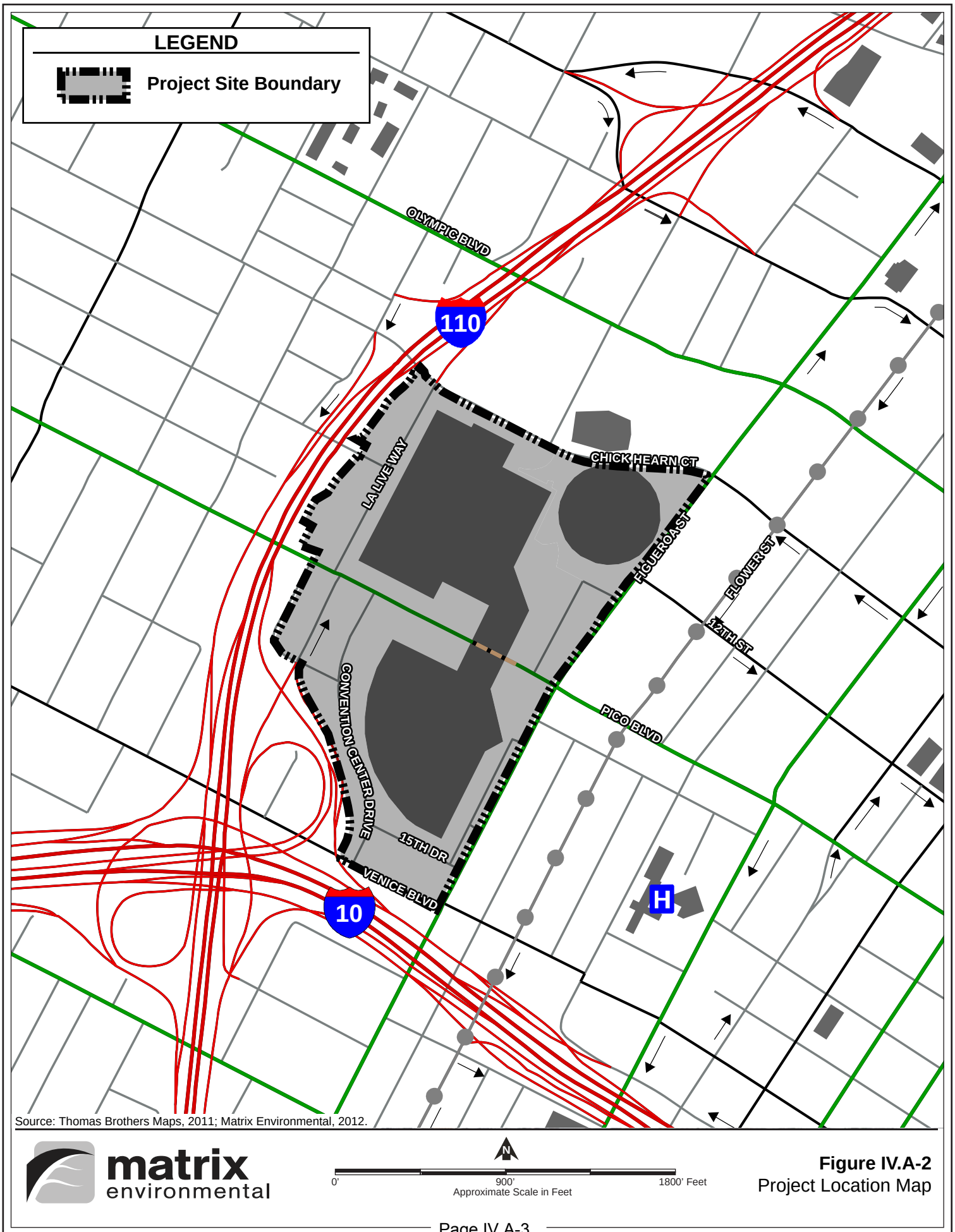
This section describes the consistency of the proposed Convention and Event Center (Proposed Project) with adopted planning policies and zoning regulations applicable to the Project Site, as well as relevant policies that apply to the surrounding areas. The analysis starts with a description of the existing land uses within the Project Site and in the surrounding area, followed by an analysis of the land use regulatory framework that describes the regional and local plans, policies and zoning provisions that are applicable to the Proposed Project. Following this description of the land use regulatory setting, the methodology and significance thresholds used in the analysis of the Proposed Project's land use impacts are set forth. These discussions are then followed by an overview of the proposed Convention and Event Center Specific Plan (Specific Plan). The land use analysis itself is presented in terms of the following two major components: (1) the Proposed Project's consistency with the land use regulatory framework as it applies to the Project Site, with particular attention to how the development standards set forth in the Proposed Specific Plan relate to the relevant provisions of applicable adopted plans and policies and the Los Angeles Municipal Code (LAMC); and (2) the relationship of the Proposed Project with the existing and planned land uses in the Project area. It is important to note that the Proposed Project's potential indirect impacts to surrounding land uses (e.g., traffic, noise, air quality, etc.) are addressed comprehensively in the other environmental impact analyses presented in Section IV of this Draft EIR.

#### **2. Environmental Setting**

##### **a. Existing On-Site Land Uses**

The Project Site, with primary street addresses of 1201 South Figueroa Street (Los Angeles Convention Center) and 1111 South Figueroa Street (STAPLES Center), is located in the Downtown area of the City of Los Angeles (City) on City owned property within the Central City Community Plan area. Regional and vicinity maps, as well as an aerial photograph of the Project Site, are provided in Figure IV.A-1 through Figure IV.A-3 on pages IV.A-2 through IV.A-4.







## LEGEND



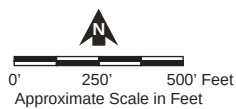
Project Site Boundary



Source: Google Earth Pro 2011.



**matrix**  
environmental



**Figure IV.A-3**  
Aerial View of Project Site



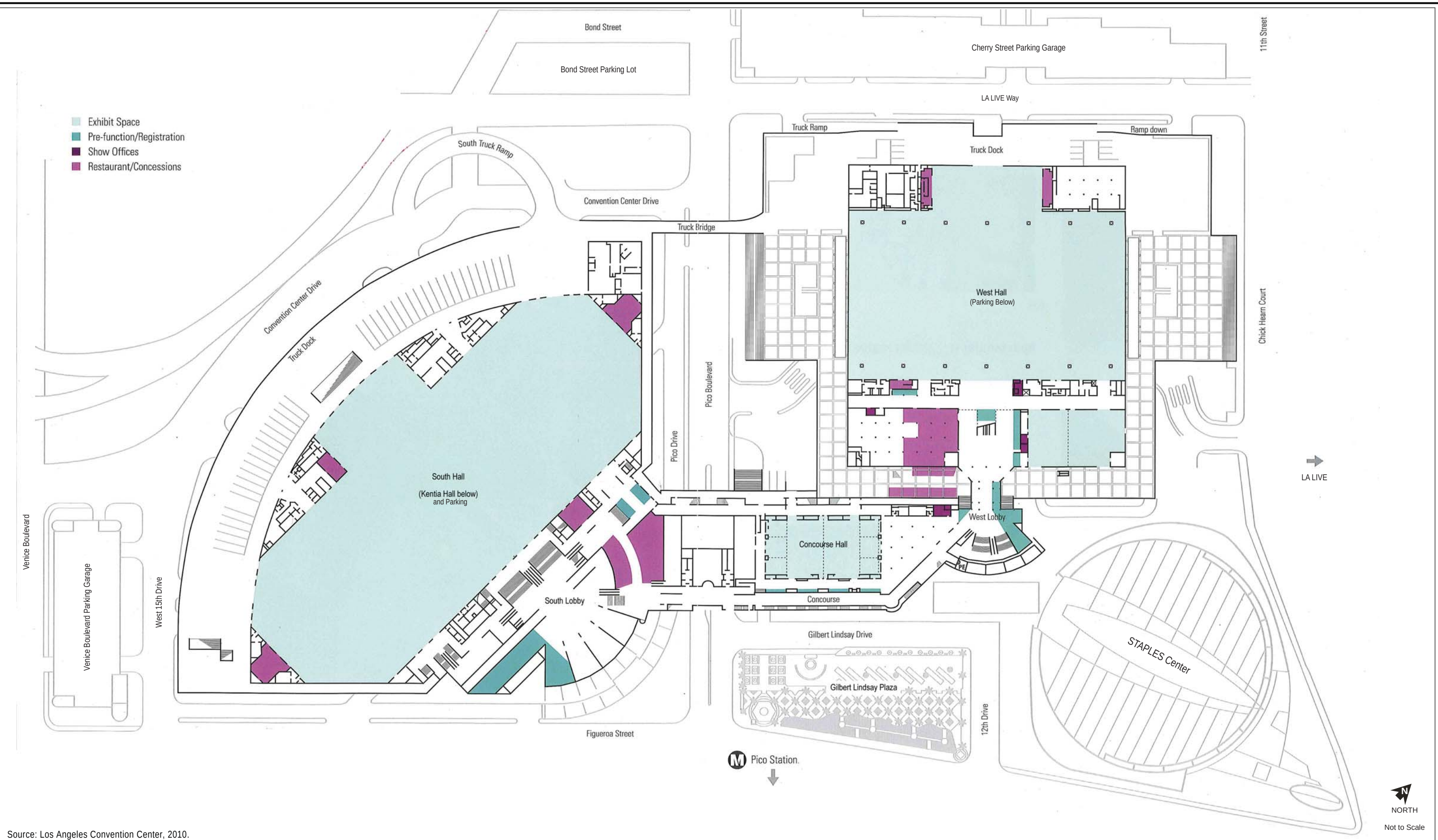
The approximately 68-acre site is generally bound by the following major roadways: Interstate/State Route 110 (I-110/SR-110) Harbor Freeway to the west;<sup>1</sup> Chick Hearn Court to the north; Figueroa Street to the east; and Venice Boulevard to the south. The Project Site's actual western boundary may be the current property line between the land owned by the City of Los Angeles and the Caltrans right-of-way in this area. The Applicant is proposing a Specific Plan boundary that accounts for a potential land exchange between the City and Caltrans where a remnant parcel owned by the City of Los Angeles adjacent to the Caltrans right-of-way would be transferred to Caltrans in exchange for the transfer to the City of three small remnant parcels of land owned by Caltrans. Upon the completion of such exchange, the Caltrans parcels, which are referred to "Add Areas," would be added within the Specific Plan area and the City parcel, referred to as the "Exchange Parcel" would be excluded from the Specific Plan area. The Add Areas and the Exchange Parcel are depicted in Figure II-6 on page II-9. The purpose of the land exchange would be to provide a more uniform property line at the Caltrans right-of-way and to create a site for a more efficient design of the L.A. Live Way Garage as further described on page II-8.

Although the SR-110 Harbor Freeway provides a substantial buffer between the Project Site and the Pico-Union area to the west, several arterial streets connect the two areas via freeway underpasses. Interstate 10 (I-10) Santa Monica Freeway also buffers the Project Site from land uses further to the south. The Project Site is located Downtown, at the heart of the regional transportation system for the metropolitan Los Angeles area and is approximately 15 miles from Los Angeles International Airport (LAX). The Metro Rail Blue Line Pico Station (Pico Station) is located less than 0.1 mile east of the Project Site and provides access to the Metro Blue Line extending to Long Beach, and the Metro Exposition Line extending to Culver City. Metro Rail Red Line 7th Street/Metro Center Station (Metro Center Station) is located approximately 0.5 mile to the north, from which the Metro Rail Red Line provides service to Union Station and North Hollywood. The Metro Rail Purple Line provides service along the Wilshire Boulevard corridor to its terminus at Western Avenue. Primary vehicle access to the Project Site is from Figueroa Street from the north and south; Olympic Boulevard, Pico Boulevard, and Venice Boulevard from the east and west; and freeway ramps exiting the SR-110 Harbor Freeway and I-10 Santa Monica Freeway.

As shown in Figure IV.A-4 on page IV.A-6, the Project Site is primarily developed with the Los Angeles Convention Center (Convention Center) and STAPLES Center. The approximately 4.2-million-gross-square-foot (msf) of existing Convention Center provides approximately 886,093 square feet of Rentable Area consisting of exhibit hall and meeting

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<sup>1</sup> The Harbor Freeway is designated as I-110 south of I-10 and SR-110 north of I-10, adjacent to the Project Site.



room space in the three main structures: the West Hall; the South Hall; and the Concourse Building.

The West Hall is a rectangular building situated on an approximately 14-acre parcel. The building has a height of approximately 75 feet but sits on a raised plaza and service deck above an at-grade parking level and thus appears elevated relative to the surrounding roadways. The first level of the West Hall includes 234,510 square feet of Rentable Area for exhibit halls as well as the Galaxy Café and Plaza Dining area. Level 2 of the West Hall provides 51,072 square feet of floor area for meeting room space.

The South Hall is situated on an approximately 24-acre parcel located south of Pico Boulevard and west of Figueroa Street. It is a quarter-circular building and provides a total of 596,238 square feet of Floor Area on the first level. Level 2 of the South Hall provides 23,379 square feet of Rentable Area of meeting room space. Kentia Hall, which is located beneath the South Hall, contains 194,494 square feet of Floor Area. Kentia Hall may be used as additional exhibit hall space or parking based on the needs of the Convention Center. The exhibit hall portion of the building has a height of approximately 80 feet, while the entry tower reaches a height of approximately 160 feet. The Concourse Building, which includes Concourse Hall, provides an approximately 25-foot-wide pedestrian connection linking the existing West Hall with the South Hall and spans Pico Boulevard. The Concourse Building includes both interior and exterior pedestrian pathways. The Concourse Building includes 262,359 square feet of Floor Area and has a height of approximately 90 feet.

Gilbert Lindsay Plaza fronts on Figueroa Street and serves several functions including, but not limited to, a bus and taxi drop-off and pick-up location and a large public open space. The plaza itself was developed as a hardscaped public open space with small areas of grass, trees (e.g., Mexican fan palm, Moreton bay fig, and Canary Island date palm) and street furniture. Gilbert Lindsay Plaza is more oriented towards parking and automobile transportation than pedestrian movement. A 10-foot-high monument honoring Gilbert Lindsay and inscribed, "The Emperor of the Great 9th District," was unveiled in 1995 in the plaza.

The Convention Center, in addition to these facilities, includes supporting parking facilities, comprised of parking below the South Hall (including Kentia Hall) and West Hall, the above ground Venice and Cherry Street Parking Garages, and the Bond Street Parking Lot (surface parking only). The Convention Center parking facilities collectively provide a total of 5,558 parking spaces, as listed in Table IV.B.2-1 in Section IV.B.2 (Parking) of this Draft EIR. The 5,558 total on-site parking spaces includes the 1,671 parking spaces in Kentia Hall (beneath the South Hall) when Kentia Hall is used for parking. Note that when Kentia Hall is used as an exhibition hall, only 1,253 parking spaces are usable beneath the



South Hall. Parking beneath the West Hall totals 1,625 parking spaces. The Bond Street Parking Lot is located west of the South Hall, near the SR-110 Harbor Freeway between Bond Street and Pico Boulevard, fronting L.A. Live Way, and is oftentimes used for truck parking and/or as a storage area. This parking lot and a small adjoining lot contain 283 surface parking spaces. The Cherry Street Garage is located west of the West Hall, near the SR-110 Harbor Freeway between Pico Boulevard and Chick Hearn Court, also fronting on L.A. Live Way. This three-level, enclosed parking garage contains 858 parking spaces. The Venice Garage is located south of the South Hall, between West 15th Drive and Venice Boulevard, and provides 1,121 parking spaces.

STAPLES Center is located on an approximately 8.5-acre site occupying the southwest corner of Figueroa Street and Chick Hearn Court. It includes 950,000 square feet of Gross Area and a capacity of approximately 22,000 seats (including luxury suites), configured in an upper seating area and a lower seating area, generally separated by three levels of luxury suites.<sup>2</sup> Two-thirds of the arena's seating, including 2,500 club seats, are in the lower bowl, and a total of 160 luxury suites, including 15 event suites,<sup>3</sup> are available between the lower and upper bowls.

## **b. Existing Adjacent and Surrounding Land Uses**

As previously indicated, the Project Site is generally bound by the following major roadways: the SR-110 Harbor Freeway to the west; Chick Hearn Court to the north; Figueroa Street to the east; and Venice Boulevard and the I-10 Santa Monica Freeway to the south (see Figure IV.A-2 on page IV.A-3). Existing land uses within the surrounding area are shown in an aerial photograph in Figure IV.A-3 on page IV.A-4. The land uses to the north, east, south, and west are different from one another, as described below and shown in Figure IV.A-5 on page IV.A-9.

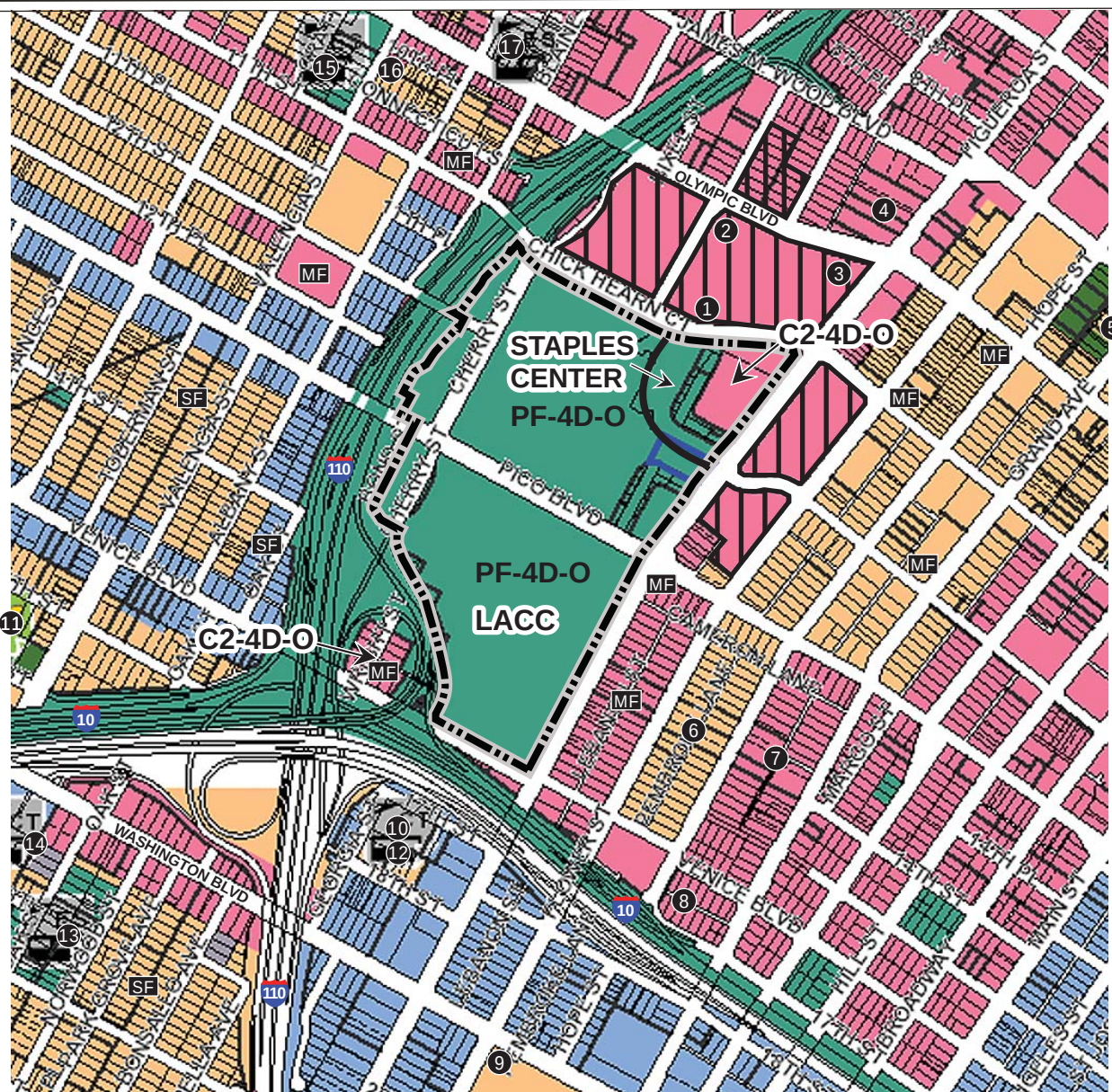
Immediately north of the Project Site is an entertainment, hotel, and residential complex bound by Chick Hearn Court to the south, Figueroa Street to the east, Olympic Boulevard to the north and the SR-110 Harbor Freeway to the west.<sup>4</sup> Beyond this

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<sup>2</sup> A luxury suite is a suite that is generally leased on an annual basis and can accommodate from 8 to 18 people.

<sup>3</sup> An event suite is a suite that is generally purchased for individual events and can accommodate 12 to 132 people.

<sup>4</sup> The referenced development is L.A. LIVE, an entertainment complex that includes the Nokia Theatre L.A. LIVE, JW Marriott Los Angeles at L.A. LIVE (Marriott Hotel), Ritz-Carlton Los Angeles at L.A. LIVE (Ritz Hotel), Ritz-Carlton Residences at L.A. LIVE (Ritz Residences), ESPN Broadcast Facility, Regal Cinemas, the GRAMMY Museum, various restaurants and offices, Nokia Plaza L.A. LIVE, and the East and West Garages.



Source: <http://www.zimas.lacity.org> and Thomas Brothers Maps, 2011; Matrix Environmental, 2012.

- 1 Nokia Plaza at LA LIVE
- 2 Ritz Residences / JW Marriott at LA LIVE
- 3 Grammy Museum
- 4 Figueroa Hotel
- 5 FIDM - Fashion Institute of Design & Merchandising
- 6 Villa de la Esperanza Apartments
- 7 California Hospital Medical Center
- 8 The Carver Apartments
- 9 L.A. Trade Tech College
- 10 College Ready Academy High
- 11 Toberman Park/Single-Family Residential
- 12 Mohan High School
- 13 Norwood Elementary School
- 14 Downtown Value School
- 15 10th Street Elementary
- 16 The Bill Cruz Early Education Center
- 17 Olympic Primary Center

**SF** Single-Family Residential Use

**MF** Multi-Family Residential Use

#### Generalized Zoning

- OS
- A, RA
- RE, RS, R1, RU, RZ, RW1
- R2, RD, RMP, RW2, R3, R4, R5
- CR, C1, C1.5, C2, C4, C5, CW, ADP, WC
- CM, MR, CCS, M1, M2, M3, SL
- P, PB
- HILLSIDE
- PF
- LASED

#### Schools/Parks



Charter School



Elementary School

**Project Site**



North

**Figure IV.A-5**  
Surrounding Land Uses

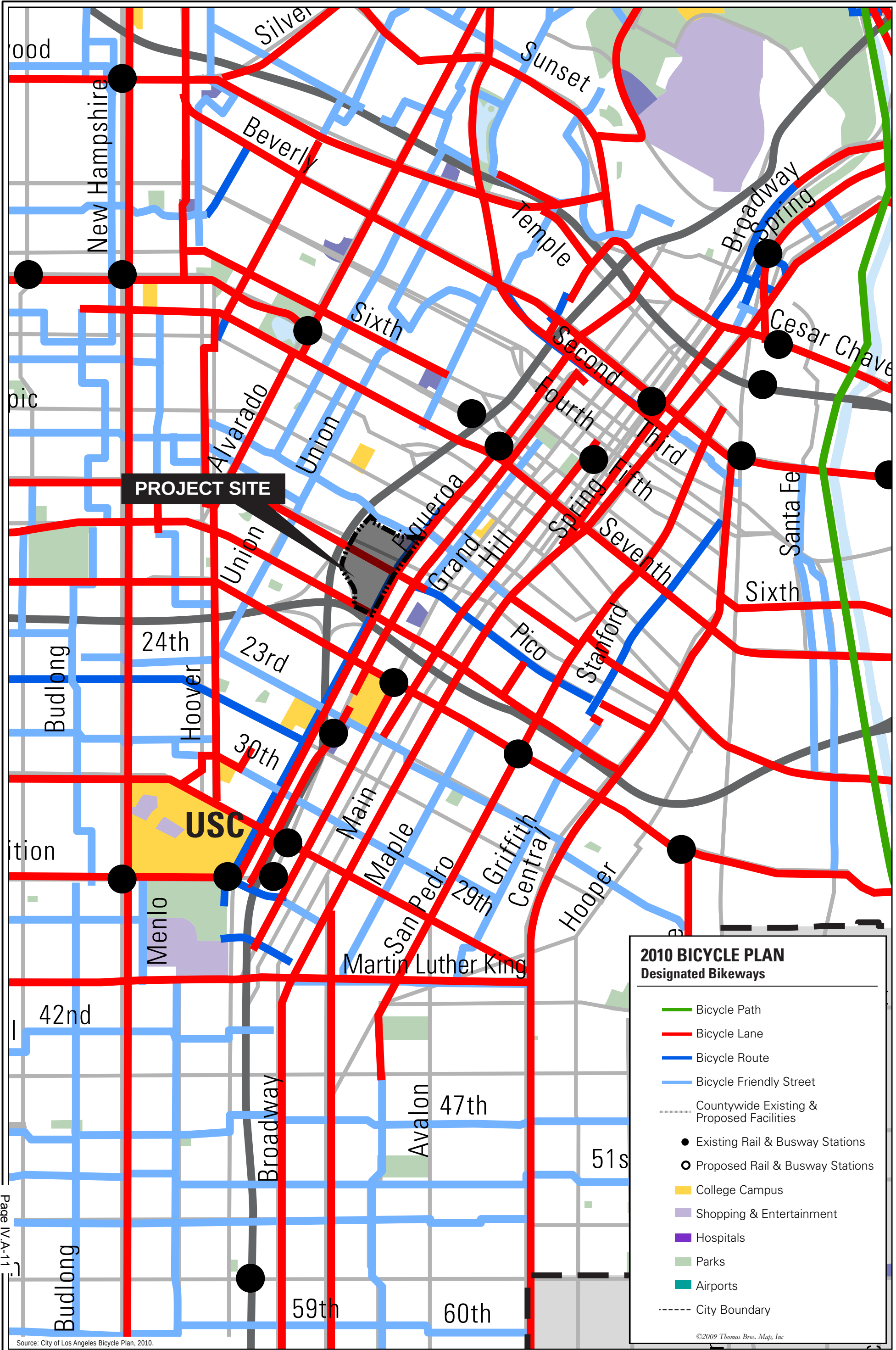
development, Figueroa Street, to the north, includes a variety of restaurants, including the historic Pantry Cafe, retail uses, hotels, office buildings, and parking lots leading to the 7+Fig shopping center and the Financial District high-rise office towers beyond to the north. Wilshire Boulevard is 0.56 mile north of the Project Site. Pedestrian access to the Metro Center Station is available at three entrances on 7th Street (at Figueroa, Flower and Hope Streets).

Figueroa Street, which bounds the Project Site to the east, is primarily characterized by surface parking lots and auto-related uses between Chick Hearn Court/11th Street and Venice Boulevard, with the exception of the City Lights multi-family housing development at the corner of Pico Boulevard and Figueroa Street. Figueroa Street varies in number of lanes, providing between four and six vehicle travel lanes, and sidewalks in the Project area. The Figueroa Street Corridor between Martin Luther King Jr. Boulevard (near the Los Angeles Coliseum) and 7th Street in downtown Los Angeles is currently the focus of a planning study by CRA/LA<sup>5</sup> to explore potential pedestrian and bicycle enhancements in the area. Currently, there are no bicycle lanes on Figueroa Street, although the City's 2010 Bicycle Plan (shown in Figure IV.A-6 on page IV.A-11) designates the provision of Class II bicycle lanes on the street as a high-priority project. In addition, Pico Boulevard and Venice Boulevard in the area of the Project Site are designated for future Class II bicycle lanes in the 2010 Bicycle Plan. Pico Station is also located two blocks east of the Project Site just north of the intersection of Pico Boulevard and Flower Street. Further to the east is Downtown's South Park, with high-rise residential and mixed-use towers visible from Figueroa Street, where approximately 2,500 residential units exist, many of which are in recently developed or rehabilitated buildings. The California Hospital Medical Center is located north of Venice Boulevard, between Hope Street and Grand Avenue. The Fashion Institute of Design and Merchandising is located at the southeast corner of Hope and 9th Streets. The nearest schools to the Project Site are: College Ready Academy High #4, located on 17th Street approximately 0.09 mile to the south of the Project Site across the I-10 Santa Monica Freeway; the 10th Street Elementary School, located on Valencia Street south of Olympic Boulevard approximately 0.23 mile north of the Project Site; and Loyola Law School and Olympic Primary Center School, located north of Olympic Boulevard approximately 0.23 mile north of the Project Site. Sensitive receptors with respect to noise, air quality, and artificial and natural light are listed and mapped in their respective sections in this Draft EIR (Sections IV.E, IV.D.2, and IV.D.1, of the Draft EIR, respectively).

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<sup>5</sup> CRA/LA is the Designated Local Authority (DLA) and successor to the Community Redevelopment Agency in response to Assembly Bill (AB) x1-26, which became effective on February 1, 2012.





Venice Boulevard forms the Project Site's southern boundary and is characterized by auto-related uses. The I-110/SR-110 Harbor Freeway and I-10 Santa Monica Freeway interchange is located southwest of the South Hall flanking the Convention Center's southern perimeter. A group of commercially designated properties, including two multi-family apartment buildings, is situated on Wright Street, accessed from Venice Boulevard within the freeway on-/off-ramp loop. To the south of the I-10 Santa Monica Freeway, Figueroa Street transitions into a variety of automobile-oriented industrial and retail/commercial buildings. About 1 mile south of the I-10 Santa Monica Freeway is the University of Southern California (USC), which is generally located south of Jefferson Boulevard between the I-110 Harbor Freeway and Vermont Avenue. In the vicinity of USC, Figueroa Street includes recently constructed and proposed student housing developments, as well as commercial and mixed-use buildings that have been developed recently. The Los Angeles Community College District's Los Angeles Trade-Technical College (LA Trade-Tech College) campus is located south of Washington Boulevard and is the largest single land use in the area until one reaches USC. In the area of LA Trade-Tech College, also south of Washington Boulevard, is the Los Angeles City Municipal Courthouse and other government-related uses.

To the west, the SR-110 Harbor Freeway and its associated landscape berm serve as the Project Site's western boundary and provide an important buffer which separates the Project Site from the uses west of the freeway with large overpasses and multiple north/south bound travel lanes, medians and freeway walls. Notwithstanding, connections to the Pico-Union area west of the Project Site and the SR-110 Harbor Freeway are provided by several streets, including Venice Boulevard, Pico Boulevard, and 11th and 12th Streets. The Pico-Union area includes a wide variety of uses, including residential, manufacturing, and related industrial, as well as commercial uses. Loyola Law School is located on Olympic Boulevard approximately 0.15 mile west of SR-110. Toberman Recreation Center is located approximately 0.40 mile northwest of the Project Site. Terrace Park is located approximately 0.50 mile northwest of the Project Site. Pico-Union is situated within the Westlake Community Plan Area, which has the highest population density, the lowest percentages of owner occupied units, and one of the largest percentage of multiple-family residential units in the city.<sup>6</sup> Pico-Union is characterized by mostly four- to six-story brick buildings dating back to the 1920s.<sup>7</sup> Along the area's east-west and north-south arterial streets, vertical mixed-use buildings are common (i.e., commercial at street level and residential above), and numerous manufacturing and merchandising facilities remain. Contributing to the overall diversity of the area are community and governmental buildings.

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<sup>6</sup> *City of Los Angeles, Westlake Community Plan (pg. III-1), adopted September 16, 1997.*

<sup>7</sup> *Ibid.*

## c. Regulatory Framework

Given the Project Site's Downtown Los Angeles location, the Project Site and adjacent areas are subject to the applicable policies of several regional and City of Los Angeles land use plans, as well as the zoning requirements set forth in the LAMC. The following State, regional and local land use planning documents are applicable to the Project Site and are discussed in greater detail in Appendix G of this Draft EIR:

### (1) State Legislation

- Senate Bill (SB) 292;<sup>8</sup>
- State Enterprise Zone (SEZ): Los Angeles Zone—Central L.A. Region.<sup>9</sup>

### (2) Regional Plans

- Southern California Association of Governments Southern California Compass Blueprint Growth Visioning Report (2004); Southern California Regional Transportation Plan (May 2008);
- South Coast Air Quality Management District *Air Quality Management Plan* (2007); and
- Metropolitan Transportation Authority of Los Angeles County Congestion Management Plan (2009).

### (3) City of Los Angeles Plans and Policies

- City of Los Angeles General Plan *Framework Element*;
- City of Los Angeles Central City Community Plan;

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<sup>8</sup> On September 9, 2011, the California Legislature approved Senate Bill 292 (SB 292) pertaining specifically to the Proposed Project. This law added Section 21168.6.5 to the Public Resources Code. A copy of this statute is contained in Appendix C of this Draft EIR. Refer to page II-12 of Section II, Project Description, of this Draft EIR for a description of SB 292, and to Section IV.B.1, Transportation, for how SB 292 relates to the transportation and traffic related impacts of the Proposed Project.

<sup>9</sup> The Project Site is situated within the Central L.A. Region of the Los Angeles State Enterprise Zone (SEZ). The Los Angeles SEZ was designated by the State on October 15, 2006, and is valid through October 15, 2021. Within an SEZ, businesses can take advantage of State tax credits and deductions not available to businesses elsewhere. The goal of the incentives is to stimulate business attraction, growth, and increased employment opportunities within economically challenged areas of the City.



- Downtown Design Guidelines and Street Standards
  - Los Angeles Sports and Entertainment District Specific Plan
  - City of Los Angeles Downtown Strategic Plan;
  - City of Los Angeles Figueroa Corridor Economic Development Strategy;
  - City of Los Angeles Walkability Checklist Guidance for Entitlement Review;
  - City of Los Angeles *Figueroa Streetscape Project* (proposed); and
  - City of Los Angeles Citywide Design Guidelines
- (4) City of Los Angeles Municipal Code
- Chapter 1, Planning and Zoning Code.

### 3. Environmental Impacts

#### a. Methodology

In accordance with CEQA Guidelines Section 15125(d), an EIR must discuss any inconsistencies a project may have with applicable general and regional plans. Thus, the determination of the Proposed Project's consistency with applicable land use plans and policies is based upon a review of the previously identified planning documents that regulate land use or guide land use decisions at and around the Project Site. The Proposed Project is considered to be consistent with the provisions of the identified regional and local plans if it meets the general intent of the plans and would not preclude the attainment of the primary intent of the land use plan or policy. If the Proposed Project is determined to be inconsistent with specific objectives or policies of a land use plan, but is largely consistent with the land use goals of that plan and would not preclude the attainment of the primary intent of the plan, the Proposed Project would not generally be considered inconsistent with the plan as a whole. Moreover, inconsistency with specific objectives or policies of a land use plan would not necessarily mean that the Proposed Project would result in a significant impact on the physical environment, as this would depend on the specific objective or policy.

The Proposed Specific Plan sets forth the regulatory framework with which the Proposed Project must comply. Therefore, the Proposed Specific Plan provisions function as Project Design Features, as the project cannot be built without being consistent with the Proposed Specific Plan. The analysis below provides an assessment of the Proposed Project's consistency with existing zoning and land use designations, as well as an

assessment of the potential impacts of the Proposed Specific Plan, which includes the Project Design Features. This analysis includes an evaluation of the Proposed Specific Plan requirements relative to the applicable City, County, and regional plans for purposes of determining consistency with existing plans.

The analysis of land use compatibility addresses whether the Proposed Project would be compatible with the land uses in proximity to the Project Site in terms of use, size, intensity, density, scale, or other physical or operational factors. The compatibility analysis is based in part on field surveys, land use maps, and aerial photography in which surrounding uses were identified and characterized. As such, the analysis addresses general land use relationships and the urban form found in the Project area.

In addition to the above, the CEQA Guidelines require indirect physical changes not immediately related to the project, but which are caused by the project, to be disclosed. In the context of CEQA, urban decay is considered to be an indirect physical impact. Thus, an analysis of the potential for the Proposed Project to result in urban decay was prepared by MR&E and is included as Appendix H of this Draft EIR<sup>10</sup>. Urban decay is defined as physical deterioration that is so prevalent and substantial it impairs the proper use of affected real estate or the health, safety, and welfare of the surrounding community. Physical deterioration includes, but is not limited to, abnormally high vacancies, abandoned buildings, and social dislocation resulting from decreased use at competing sites. The urban decay analysis provided in Appendix H and summarized in the impact analysis below specifically focuses on whether the “Spectator Events” and “Public Assemblies” (as defined in the MR+E report and below) provided by the Proposed Project have the potential to result in the closure of, or dis-investment in, competing facilities which may, in turn, result in conditions that lead to urban decay. In addition, subsections VI.D.3, Growth-Inducing Effects, and VI.E.2, Potential Secondary Effects, of Section VI, Other CEQA Considerations, of this Draft EIR, address the potential secondary effects of the Proposed Project, which include the Proposed Project’s effect on fostering growth in the market and surrounding area, as well as an analysis of the potential effects on the Pico-Union area. Please refer to Sections VI.D.3 and VI.E.2 for a more complete discussion of these potential secondary impacts of the Proposed Project.

In order to establish the potential for urban decay the following were considered:

- The extent to which there are comparable competitive facilities in the Los Angeles market;

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<sup>10</sup> *Pico-Union Market Impacts, AEG Special Event Center, prepared by MR+E, February 22, 2011.*

- Planned and recent capital investments that affect the physical condition of the competitive facilities; and
- Potential for displacement of existing event activity from Los Angeles area facilities to the Project Site.

In assessing the potential for displacement, two separate types of public events were analyzed:

- Spectator Events, which are mass public events anticipated to use the Project's proposed 72,000 seat Event Center (which would be expandable to 76,250 seats for a major event such as the Super Bowl); and
- Public Assemblies, which include, but are not limited to trade shows, consumer shows, conventions, etc., are events that would primarily use the upgraded Convention Center facilities developed as part of the Proposed Project.

## **b. Thresholds of Significance**

Appendix G of the CEQA Guidelines provides a set of sample questions that address impacts with regard to land use. These questions are as follows:

Would the project:

- Physically divide an established community?
- Conflict with any applicable land use plan, policy or regulation of an agency with jurisdiction over the project (including, but not limited to general plan, specific plan, local coastal program or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?
- Conflict with any applicable habitat conservation plan or natural community conservation plan?

### **(1) Land Use Consistency**

In the context of these questions from Appendix G of the CEQA Guidelines, the City of Los Angeles CEQA Thresholds Guide states that determination of impacts associated with land use consistency shall be made on a case-by-case basis, considering the following factors:



- Whether the proposal is inconsistent with the adopted land use/density designation in the Community Plan, redevelopment plan or specific plan for the site; and
- Whether the proposal is inconsistent with the General Plan or adopted environmental goals or policies contained in other applicable plans.

Based on these factors, the Proposed Project would be considered to have a significant land use consistency impact if it is found to be in substantial conflict with either the adopted Regional Plan, Community Plan, or with relevant environmental policies in other applicable plans. It is important to note that a project's inconsistency with a few policies does not mean that a significant impact would occur.

## (2) Land Use Compatibility

In the context of the above questions from Appendix G of the CEQA Guidelines, the City of Los Angeles CEQA Thresholds Guide states that the determination of impacts associated with land use compatibility shall be made on a case-by-case basis, considering the following factors:

- The extent of the area that would be impacted, the nature and degree of impacts, and the type of land uses within that area;
- The extent to which neighborhoods, communities, or land uses would be disrupted, divided or isolated, and the duration of the disruptions; and
- The number, degree, and type of secondary impacts to surrounding land uses that could result from implementation of the proposed project.

Based on these factors, the Proposed Project would have a significant impact if it would substantially and adversely change the existing land use relationships between the Project Site and existing off-site uses or would disrupt, divide, or isolate existing neighborhoods or communities. The Proposed Project's potential impacts to surrounding land uses are addressed comprehensively in other sections of this Draft EIR (e.g., IV.B, Transportation/Parking/Circulation; IV.C, Aesthetics/Visual Resources; IV.D, Natural Light (Shading) and Artificial Light and Glare, etc.).

## (3) Urban Decay

The *City of Los Angeles CEQA Thresholds Guide* does not specify a threshold or consideration factors with regard to urban decay. For the purposes of this analysis, the Proposed Project would have a significant impact associated with urban decay if the

Spectator Events and public assemblies associated with the Proposed Project would result in the closure of, or dis-investment in, competing facilities which may, in turn, result in conditions that lead to urban decay, or if the Proposed Project would have an adverse indirect impact on the availability of existing affordable housing in the Pico-Union area, thus potentially leading to displacement of existing residents.

### **c. Project Design Features**

The Convention and Event Center Project consists of the following three components: (1) the demolition of the West Hall of the Los Angeles Convention Center (Convention Center), to be replaced by the construction of a comparable sized New Hall (New Hall) that will be contiguous to the existing South Hall and improve the functionality of the Convention Center; (2) the construction of a multi-purpose entertainment and sports event center (Event Center) on the site of the West Hall; and (3) the construction of related parking and support facilities. The Proposed Project would be implemented through the Proposed Specific Plan, which would guide the development of the approximately 68-acre Convention Center property (Project Site). Upon completion of the Proposed Project, the Project Site would function as a unified center for convention, sports and entertainment uses.

Development of the Proposed Project would be implemented via a Proposed Specific Plan that would establish development standards that address such issues as permitted uses, building height, floor area, massing, parking, open space, and streetscape improvements. For planning and regulatory purposes, the Proposed Specific Plan addresses the Project Site in terms of the following five subareas, shown in Figures II-21 and II-22 in Section II, Project Description, of this Draft EIR: (1) Convention Center (both existing and new buildings, but excluding West Hall); (2) Event Center; (3) Arena (containing STAPLES Center); (4) Gilbert Lindsay Plaza; and (5) Parking Facilities and Pedestrian Bridges (including Venice Garage, Bond Street Garage and L.A. Live Way Garage, but excluding South Hall Garage). The regulations and procedures defined in the Proposed Specific Plan would satisfy, supersede and/or serve as a substitute ordinance for the LAMC provisions that currently apply to the Project Site.

Under the Proposed Specific Plan, the proposed buildings would be subject to maximum building heights above grade, as follows: Event Center—220 feet; New Hall—90 feet (with existing Convention Center West Hall tower and South Hall tower of 135 and 160 feet, respectively, to remain); and parking garages—90 feet. In terms of architectural design, the Event Center would have a varied roofline and façade articulation to reduce building massing and create visual interest. More specifically, the Event Center would have a deployable roof, which would allow it to function as an open-air facility during Spectator Events. The building façades may include various materials, including glazed

curtain walls, ETFE (ethylene tetrafluoroethylene, a durable plastic) and/or PTFE (polytetrafluoroethylene) panels, metal wall panels, glass fiber reinforced concrete (GFRC), and concrete and steel support piers. Portions of the precast seating platforms with structural steel framing supports would also be visible just below the roof. Illustrations of each façade of the Event Center, based on current conceptual designs, are presented in Figures II-10 through II-13 in Section II, Project Description, of this Draft EIR. The New Hall building would be designed to complement the existing South Hall and Concourse Building in terms of architectural style, building materials and colors. The L.A. Live Way and Bond Street Garages would consist of eight and seven above-grade parking levels, respectively, each with a pedestrian bridge connecting to the Event Center and the New Hall, respectively. Both garages would feature signage (discussed further below) along the east façade facing the Event Center and New Hall and along the west façade facing the SR-110 Harbor Freeway. Additionally, the L.A. Live Way Garage's east façade would include a pedestrian bridge over L.A. Live Way just south of 12th Street to connect directly with the Event Center, and the west façade would have express ramps for vehicular access between multiple levels.

An important component of the overall Project is the signage program, which would be implemented via the Proposed Specific Plan or a Sign District (SD) (collectively, the "Signage Regulations"). The Signage Regulations would regulate signage through the creation of three sign zones (Areas A, A1, and B) throughout the Project Site, with each area further divided into two or three vertical sign levels (Levels 1 through 3), as shown in Figure II-22 in Section II, Project Description, of this Draft EIR, and discussed in further detail therein. These sign zones and vertical sign levels overlap and are not contiguous with the Proposed Specific Plan Subareas. The Signage Regulations would be in addition to City Ordinance No. 172,465, which will remain in effect and continue to regulate certain existing and permitted signage for STAPLES Center and the Convention Center. Appendix D to this Draft EIR provides additional information regarding the Proposed Project's signage program.

On an overall basis, except as permitted by City Ordinance No. 172,465, the following general standards are proposed to apply to signage within the Project Site: (1) individual signs could vary from 500 to 5,000 square feet in size, depending on the sign zone and vertical sign level; (2) heights could vary from 3 to 80 feet; and (3) operating hours for certain signs would be from dawn to 2:00 A.M. although some locations would have no restrictions on operating hours.

The following are the proposed limitations on signage area:<sup>11</sup>

- Maximum amount of permanent signage permitted: 169,200 square feet of signage (including 59,200 square feet of on-site aerial view signage);<sup>12</sup>
- Maximum amount of permanent off-site signage: 70,000 square feet; and
- Maximum amount of temporary signage: 10,000 square feet.

Figure II-24 in Section II, Project Description, of this Draft EIR depicts the locations and types of all potential signage throughout the Project Site.

Lighting would be provided for public safety and security, and signage. Pedestrian level lighting would be used along pedestrian pathways, roadways, and adjacent to parking areas. In support of the Event Center, klieg/xenon lights (i.e., skytracker searchlights and spotlights) would be used from time to time, similar to that within L.A. LIVE, and 15- to 20-minute pyrotechnics shows may be provided up to 35 times per year in connection with football games, soccer games, special events, and concerts. Illuminated signage would be similar to that within the STAPLES Center and Convention Center. Illuminated signage would be controlled by automatic photo and time switch controls and would comply with applicable Title 24 requirements. A series of project design features are set forth in Section IV.D.2, Artificial Lighting, of this Draft EIR, that address artificial light levels from the following Proposed Project sources: (1) architectural lighting; (2) lighting from luminaires; (3) illuminated signage; (4) special event lighting; (5) interior lighting; and (6) lighting used during Proposed Project construction.

The Proposed Project includes sustainability features intended to reduce the potential for impacts related to climate change by minimizing air and greenhouse gas (GHG) emissions, water and energy usage, and solid waste generation and disposal. The Proposed Project's Sustainability Plan is provided in its entirety in Appendix E to this Draft EIR. The New Hall would be designed to achieve Leadership in Energy and Environmental Design (LEED®) Gold Certification from the U.S. Green Building Council (USGBC), similar to the existing Convention Center facilities. The Event Center would be designed to achieve a minimum of LEED Certification. As discussed in Section II (Project Description) of this Draft EIR, a variety of design features would be implemented to accomplish the

<sup>11</sup> Totals exclude wayfinding and temporary signage.

<sup>12</sup> Aerial view signage is signage that is applied or placed upon a roof surface approximately parallel with the roof plane and intended to be viewed primarily from the sky. Aerial view signage identifying a building name, including the name of a primary sponsor, shall not be considered off-site signage..



Project's sustainability goals. For the New Hall, these include but are not limited to: a reduction of water use by 33 percent of the estimated baseline;<sup>13</sup> efficiency measures to achieve greater than a 20 percent reduction in energy consumption relative to the estimated baselines;<sup>14</sup> a minimum of 20 percent of all building materials and products for development consisting of recycled content or manufactured regionally; and, a combined minimum of 75 percent of construction waste and/or debris would be diverted from landfill storage for both the demolition and new construction phases and a 50 percent solid waste diversion during operation. For the Event Center, these measures include, but are not limited to: 50 percent solid waste diversion during construction and operations; water use reduction by 35 percent of the estimated baseline;<sup>15</sup> Energy Performance improved by greater than 14 percent of the estimated baseline;<sup>16</sup> 100 percent Carbon Neutrality<sup>17</sup> for greenhouse gas emissions from private automobile trips to the Event Center; and sustainable purchasing or procurement.<sup>18</sup> In addition, the two proposed parking garages would have energy efficient lighting and electric car charging stations.

Please also refer to Section II, Project Description, and Section IV.F.2, Air Quality—Climate Change, of this Draft EIR for additional discussion of proposed sustainability features.

The Proposed Specific Plan addresses Proposed Project parking and generally describes a decentralized parking concept intended to facilitate traffic flows throughout the Project area and encourage the use of transit. In essence, the Proposed Project would meet parking demand through the use of both on-site and off-site parking, with the on-site parking facilities shared among the Convention Center, Event Center, and STAPLES Center. Both existing and proposed parking is shown in Figure II-7 in Section II, Project

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<sup>13</sup> *Water baseline calculated according to the maximum allowable water use per plumbing fixture and fittings as required by the California Building Standards Code as cited in 2010 Los Angeles Green Building Code.*

<sup>14</sup> *The Event Center and New Hall have both registered for LEED v.3 (LEED NC 2009) and will calculate energy baselines with ASHRAE 2007.*

<sup>15</sup> *Ibid.*

<sup>16</sup> *Energy Baseline calculated according to Title 24 2008 as cited in 2010 Los Angeles Green Building Code. The Event Center and The New Hall have both registered for LEED v.3 (LEED NC 2009) and will calculate energy baselines with ASHRAE 2007.*

<sup>17</sup> *"Carbon Neutrality" relative to this goal is defined as reducing to zero the net emissions of greenhouse gases from private automobile trips to the Event Center.*

<sup>18</sup> *"Sustainable procurement" aims to integrate environmental considerations into all stages of the purchasing process with the goal of reducing the impact on human health and the environment. (The International Council for Local Environmental Initiatives (ICLEI).)*

Description, of this Draft EIR. In addition to the existing South Hall and Venice Garages, new on-site parking facilities would include two new larger and more efficient parking facilities, the L.A. Live Way and Bond Street Garages located west of the Event Center and the New Hall, respectively, which together would provide approximately 3,878 parking spaces. More specifically, the L.A. Live Way Garage would provide approximately 2,950 parking spaces in eight above-grade parking levels and would replace the existing 858-space Cherry Street Garage. This garage would span 12th Street and would include a pedestrian bridge connecting to the Event Center. The proposed Bond Street Garage would include approximately 928 spaces in seven above-grade levels connected to the New Hall (and the Event Center) via a pedestrian bridge and would replace the existing Bond Street Parking Lot, which is located at the southwest corner of Pico Boulevard and L.A. Live Way. With the removal of these existing parking facilities as well as parking below the existing West Hall, a net increase of 1,112 spaces would be provided on-site following implementation of the Proposed Project, for a sitewide total of approximately 6,670 spaces. Additional information regarding the location of this parking is presented in Table IV.B.2-5, in Section IV.B.2, Parking, of the Draft EIR. To direct visitors and event attendees to other existing parking facilities located in the surrounding area, signage would be provided throughout the Project area, particularly at nearby freeway exits. Please refer to Section IV.B, Transportation/Parking/Circulation, of this Draft EIR for additional discussion regarding the use of existing off-site parking facilities, including the L.A. Live Way Garage and Bond Street Garage, as well as discussion regarding parking usage during concurrent events within the Project Site.

To address pedestrian access and circulation, the Proposed Specific Plan would provide conceptual design guidance for the arrival areas and open spaces within the Project Site. A series of public plazas connected by pathways would be created to support outdoor activities and gathering. These public open spaces would be enhanced by streetscapes designed to serve the varied users of the Project Site and the associated uses. The major open space components would include the following:

- Event Center Plaza would be located along Chick Hearn Court between STAPLES Center's Star Plaza and L.A. Live Way, and would connect to Gilbert Lindsay Plaza at the south side of STAPLES Center. As the Event Center Plaza would adjoin one of the main entries and one VIP entry to the Event Center and one main entry and one of the VIP entries to STAPLES Center, this particular plaza would be an important event day public gathering space and as such would offer a sense of arrival as visitors enter the Project Site. This would be achieved in a number of ways, which may include: widening the sidewalk on the south side of Chick Hearn Court, west of Georgia Street; creating a flexible public space that would be usable for open air events; and providing pedestrian-scale programming at the street level outside of the Event Center and STAPLES Center to ensure public activity on non-event days.

- Gilbert Lindsay Plaza, fronting on Figueroa Street between Pico Boulevard and 12th Street, would be completely redesigned for use as a major public gathering space. The northern portion of the plaza area, located in part on STAPLES Center property, would be hardscaped and used as one of the main pedestrian entries to the Event Center, with pedestrian connections to the parking areas and to the bus facilities within the Pico Passage and rail stations to the east. Under the current illustrative plan, the central portion of Gilbert Lindsay Plaza would be transformed into a community green space with turf and plantings. This community green space would serve the Convention Center, the Event Center on event days, and would also function as a green space for the greater surrounding community. The southern portion of the plaza would be a combination of greenscape and hardscape areas.
- The outdoor spaces along either side of Pico Boulevard would be reconfigured to serve the Convention Center facilities and the Event Center as well as for pedestrian movement along Pico Boulevard. An approximately 50,000-square-foot entry plaza, located at the northeast corner of Pico Boulevard and L.A. Live Way adjacent to the New Hall main entrance, would be used as a gathering space and for pedestrian circulation. A general public entrance to the Event Center would be provided immediately north of Pico Boulevard, and a motor coach and taxi drop-off area would be provided along the south side of Pico Boulevard just west of the South Hall entrance.
- Pedestrian circulation spaces along L.A. Live Way would be enhanced by the widening of the east side sidewalk of L.A. Live Way between Pico Boulevard and Chick Hearn Court from 10 feet to 15 feet.

One of the goals of the Proposed Project is to create an urban environment designed to a human scale that: activates the adjacent streets; encourages public pedestrian access; promotes walkability on and around the Project Site; and creates strong pedestrian connections to the surrounding area, particularly nearby transit stops and stations. The public plazas identified above, along with the proposed streetscape improvements described below, are proposed to facilitate this goal, as are the pedestrian-scaled elements at all entrances to the new facilities. Further, Proposed Project improvements are designed to create and enhance connectivity with existing uses within the Project Site, including STAPLES Center and the South Hall, as well as uses within L.A. LIVE, including Nokia Plaza, with the goal of promoting pedestrian-oriented activity and creating an attractive public space. Please refer to Section II, Project Description, of this Draft EIR for further discussion of the proposed plazas and outdoor public spaces.

The Proposed Project would also implement streetscape improvements (see Figure II-20 in Section II, Project Description, of this Draft EIR) in the streets immediately surrounding the Project Site and extending along Olympic Boulevard, Pico Boulevard and 12th Street to the westerly edge of the SR-110 Freeway. These improvements may

include paving materials, crosswalks, sidewalk widths, setbacks, street tree species and spacing, street light fixture types and spacing, and street furnishings. The streetscape improvements would complement existing streetscape improvements and associated standards in place for the adjacent LASED area and in the City's Downtown Design Guide, which includes approved streetscape standards for Figueroa Street between 8th Street and the I-10 Santa Monica Freeway.

A number of discretionary approvals are required as part of the Project, including the following:

- General Plan Amendment to: (a) change the land use designation of portions of land upon which STAPLES Center is located from Regional Commercial to Public Facilities; (b) amend the General Plan Land Use Map for the Central City Community Plan area to designate the Proposed Specific Plan as the land use regulatory document for the Project Site and provide for correspondence of Public Facilities designation with the CEC zoning designation; (c) reclassify a segment of 12th Street from a "collector street" to a "local" street"; and (d) confirm the FAR, height and other development standards within the Project Site shall be as set forth in the Proposed Specific Plan;
- Vesting Zone Change or Zone Change for the entire Project Site from PF (Public Facilities) and C2 (Commercial) to CEC (Convention and Event Center Specific Plan) and corresponding modifications to the Municipal Code to add the CEC Zone.
- Proposed Specific Plan to regulate development within the Project Site;
- A Sign District for the Project Site or provisions included within the Proposed Specific Plan to allow the proposed signage program;
- Development Agreement;
- Vacation of air space, surface and subsurface portions of Pico Boulevard and L.A. Live Way, vacation of air space over 12th Street, vacation (air, surface, and subsurface) of portions of Bond Street along the south, and a half-street full vacation along the west;
- Public alley designation for the half-street portion of Bond Street remaining unvacated through the Proposed Specific Plan;
- Approval of Modified Street Designations;
- Design review approval by the City's Cultural Affairs Commission;



- Amendment of the LASED Specific Plan, as well as the Development Agreement and Disposition and Development Agreement, to remove the land use restriction with regard to the Convention Center Expansion Parcel Development Site 1a in the Olympic West Subarea of the Specific Plan upon completion of the New Hall;
- Transactional agreements approved by the City with respect to the Event Center and New Hall, including, but not limited to, ground leases and construction agreements, for financing and development of the New Hall and private construction and operation of the Event Center and the Bond Street and L.A. Live Way Parking Garages, signage, and reciprocal easements;<sup>19</sup>
- Amendment of the Arena Ground Lease for STAPLES Center to extend the term and slightly modify the boundaries of the premises;
- Amendment of the STAPLES Center Development Agreement;
- Amendment or termination of the existing Reciprocal Easement Agreement and Environmental Restriction Agreement and the Disposition and Development Agreement relating to STAPLES Center and LASED;
- Approval by the City and the Convention Center Authority of bond financings and refinancings, including for construction of the New Hall;
- Caltrans approvals for signage and in connection with proposed street vacations, and, if requested, Caltrans and City approval of a proposed land transfer and/or exchange;
- Haul Route approval;
- Certification of the Final EIR by the City Council; and
- Any additional actions deemed necessary to implement the Project.

At this time, the proposed Zone Change would involve a zone change for the entire Project Site from PF (Public Facilities) and C2 (Commercial) to CEC (Convention and Event Center Specific Plan). The Public Facilities land use designation for the Project Site, as defined in the Central City Community Plan, would remain unchanged. However, the land use designation for the portion of the Project Site currently designated as Regional Commercial would be changed to Public Facilities, and the land use legend within the City's General Plan Land Use Map for the Central City Community Plan area (see Figure II-8 in Section II, Project Description, of this Draft EIR) would be revised such that

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<sup>19</sup> *Reciprocal easements are contracts that allow two parties to use property that is of common interest.*

the zones listed as corresponding to the Public Facilities designation would include the CEC Zone. Additionally, a footnote would be added to the Land Use Map for the Central City Community Plan area. The new footnote, Footnote 15, would read as follows:

“The Convention and Event Center Specific Plan Zone (CEC) shall be a corresponding zone with respect to the Public Facilities land use designation, and notwithstanding the above footnotes, the FAR, height, and other development standards within the Convention and Event Center Specific Plan area zoned CEC shall be those set forth in the Convention and Event Center Specific Plan.” This footnote would only apply to those areas of the Central City Community Plan area rezoned as CEC (i.e., the Project Site).

Required ministerial approvals from the City of Los Angeles are expected to include, but are not limited to, the following:

- Department of Public Works permits for excavation and shoring in public ways and installation of public improvements;
- Street Closure permits, A-Permits and B-Permits;
- Department of Building and Safety permits including demolition, grading, foundation, and building permits;
- Board of Police Commissioners permit for extended construction hours;
- Ministerial approvals provided in the Proposed Specific Plan; and
- Any additional ministerial actions or approvals required.

In addition, this EIR may be utilized by the City in connection with subsequent approvals under the Proposed Specific Plan or the Development Agreement as may be requested from time to time in connection with development of the Project Site.

## **d. Project Impacts**

### **(1) Consistency with Land Use Plans, Policies, and Regulations**

#### *(a) Regional Plans*

The consistency of the Proposed Project with the South Coast Air Quality Management District (SCAQMD) Air Quality Management Plan (AQMP) and Metro's Congestion Management Plan (CMP) is discussed in Section IV.F.1, Air Quality, and Section IV.B, Transportation/Parking/Circulation, respectively, of this Draft EIR. The

consistency of the Proposed Project with SCAG plans is based on the list of documents and policies identified as relevant in their NOP comment letter dated April 15, 2011. SCAG has determined that the Proposed Project is regionally significant.

*(i) SCAG Southern California Compass Blueprint Growth Vision*

The Project Site is identified within SCAG's Compass Blueprint Growth Vision as a Compass 2% Strategy Opportunity Area targeted for infill development that expands upon employment, makes use of nearby highway infrastructure and transit, and supports the area's regional importance. Development of the Proposed Project would be consistent with and supports the four main principles and related strategies set forth in the Compass Growth Vision, as detailed in Table IV.A-1 on page IV.A-28. Based on the analysis presented in Table IV.A-1 below, the Proposed Project would be consistent with the policies of SCAG's Compass Blueprint Growth Vision and thus, impacts with regard to consistency with the Compass Growth Vision are concluded to be less than significant.

*(ii) SCAG Regional Transportation Plan*

Within its 2008 RTP, SCAG has identified regional goals that reflect a balanced approach to transportation planning and decision-making. These goals are intended to link the issue of mobility with the promotion of economic development, protection of the environment, reductions in energy consumption, the creation of transportation-friendly development patterns, and encouragement of fair and equitable access to residents affected by socio-economic, geographic and commercial limitations. The Project's consistency with relevant RTP goals is presented in Table IV.A-2 on page IV.A-34. As demonstrated therein, the Proposed Project would be consistent with the RTP goals.

As previously mentioned, SCAG uses a project's consistency with the RTP growth forecasts at the City/Subregional level as a criterion for a project's conformity with regional plans. Development of the Proposed Project would generate substantial employment at the Project Site, as detailed in Table IV.A-3 on page IV.A-37, including full- and part-time employees associated with events, office space, retail uses, restaurants, maintenance, and other full-time jobs at the Event Center and at the Convention Center.<sup>20</sup> As indicated in Table IV.A-3, the net increase in permanent employment expected as a result of the Proposed Project is estimated as 4,123 daily jobs (both part-time and full-time), or 1,866 full-time equivalent (FTE) jobs.

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<sup>20</sup> Employment associated with food service at the Convention Center is included in the event staff employment.

**Table IV.A-1  
Project Consistency with the SCAG Blueprint Compass Growth Vision**

| Principles                                                                                                                             | Project Consistency                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Principle 1: Improve mobility for all residents</b>                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <p><b>Growth Vision (“GV”) P1.1:</b><br/>Encourage transportation investments and land use decisions that are mutually supportive.</p> | <p><b>Consistent.</b> The Proposed Project's location in downtown Los Angeles, which is the hub of the rail and bus transit system for the metropolitan Los Angeles area, the Proposed Project would support strategic investments in the public transportation system. There are two rail transit stations within a short walking distance (the Pico Station and Metro Center Station) and approximately 35 bus lines, including five Metro Rapid bus lines, within 0.75 mile of the Project Site. Designed as a transit-oriented development, the Proposed Project would include a network of walkable and safe pathways and streetscapes throughout the Project Site that would facilitate connections with nearby transit, with limited on-site parking to encourage the use of alternative modes of transportation. The proposed streetscape improvements would serve to promote attractive, functional, and safe streets and bike paths as well as pedestrian-friendly sidewalks that connect to and complement the Downtown area. The streetscape improvements would build on the existing streetscape improvements and associated standards in place for the adjacent LASED area and ensure a visually cohesive streetscape throughout the general Project area. Further, the nature of events at the Proposed Project, including exhibitions, trade shows, sporting events and entertainment activities, would attract visitors from across the region as well as from the immediate Downtown area, making transit use a viable option. In addition, the Proposed Project would include parking and roadway improvements, as both Project Design Features and Mitigation Measures, as well as a Transportation Management Plan (TMP) that would help to improve traffic flows throughout the immediate vicinity. Therefore, the Proposed Project would be consistent with this strategy. Please refer to Section IV.B, Transportation/Parking/Circulation, of this Draft EIR for further discussion.</p> |
| <p><b>GV P1.2:</b> Locate new housing near existing jobs and new jobs near existing housing.</p>                                       | <p><b>Consistent.</b> The Proposed Project would create an estimated 12,000 temporary full-time jobs during construction and approximately 4,123 permanent daily jobs (1,866 FTE jobs) during operations (discussed further below). Under the Development Agreement, a local job hiring program would be created to promote access to these jobs by local residents in the surrounding Pico-Union, Westlake, South Park, and Downtown areas, within which there are over 25,000 residential units located within a 20-minute walk (i.e., one-mile radius) of the Project Site. These employment opportunities would also be available to residents throughout the region, thereby adding to the intensely developed urban community in and around Downtown that serves as a major regional employment hub. The Proposed Project would also support the Project Site's General Plan designation as the Downtown Center, defined as “the location for major cultural and entertainment facilities... and the Convention Center.” Therefore, the Proposed Project would be consistent with this strategy.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

**Table IV.A-1 (Continued)**  
**Project Consistency with the SCAG Blueprint Compass Growth Vision**

| Principles                                                                                       | Project Consistency                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|--------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>GV P1.3:</b> Encourage transit-oriented development.                                          | <b>Consistent.</b> Please refer to the earlier discussion under GV P1.1. The Proposed Project is located in downtown Los Angeles, which is the hub of the regional transportation system. The Proposed Project has been designed as a transit-oriented development intended to support and encourage the use of alternative modes of transportation. Location of a major regional attraction such as the Convention and Event Center and its many jobs, entertainment and commerce opportunities adjacent to rail and bus lines would assist in increasing patronage of the transit system. Further, the nature of events at the Proposed Project, including exhibitions, trade shows, sporting events and entertainment activities, would attract visitors from across the region as well as from the immediate Downtown area, making transit use a viable option. The Applicants would also promote transit usage in order to meet the “Best in the NFL” requirements of SB 292. These measures are discussed in Section IV.B.1.7(a), Transportation, of this Draft EIR. As such, the Proposed Project would be consistent with this strategy.                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>GV P1.4:</b> Promote a variety of travel choices.                                             | <b>Consistent.</b> Please refer to the earlier discussion under GV P1.1. The Project is located in downtown Los Angeles, which is the hub of the regional transportation system, and the Proposed Project has been designed as a transit-oriented development intended to support and encourage the use of alternative modes of transportation. Moreover, the Applicants will promote a variety of travel choices in order to meet the “Best in the NFL” requirements of SB 292. Given the importance of pedestrian access and circulation, a series of public plazas would be created, networked by walkable, comfortable, and safe pathways and streetscapes designed to serve the varied users of the Site and the associated uses, resulting in an integrated urban environment. As previously described, the proposed public plazas, streetscape improvements, and pedestrian-scaled entrances would also serve to enhance connectivity with existing uses within the Project Site and L.A. LIVE and create an inviting, accessible public realm. Furthermore, the Project Site is located adjacent to the SR-110 Harbor Freeway and the I-10 Santa Monica Freeway, which provide regional access for visitors arriving in passenger vehicles, as well as within a 20-mile radius of three airports, including the Santa Monica Municipal Airport, Los Angeles International Airport, and the Bob Hope Airport in Burbank. As a variety of travel choices would be available to visitors and event attendees coming from near and far destinations, the Proposed Project would be consistent with this strategy. |
| <b>Principle 2: Foster livability in all communities</b>                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>GV P2.1:</b> Promote infill development and redevelopment to revitalize existing communities. | <b>Consistent.</b> The Proposed Project is an infill development on a previously developed site in Downtown Los Angeles, an intensely developed urban community. Substantial development within and adjacent to the Project Site, including STAPLES Center and L.A. LIVE, has occurred in recent years and transformed the Project                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |



**Table IV.A-1 (Continued)**  
**Project Consistency with the SCAG Blueprint Compass Growth Vision**

| Principles                                                                       | Project Consistency                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                  | area into a sports and entertainment center, complemented by newer residential development in the adjacent South Park area to the east. The Proposed Project would build on this trend and promote the Project Site as an event and entertainment destination, thus further revitalizing the Convention Center area and Downtown as a whole. Therefore, the Proposed Project would be consistent with this strategy.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>GV P2.2:</b> Promote developments which provide a mix of uses.                | <b>Consistent.</b> The proposed Event Center is intended to host a variety of event types including major sporting events, entertainment, exhibitions and meetings, with ancillary restaurant uses, while the New Hall and proposed improvements to the Convention Center Concourse would provide new and reconfigured convention center, exhibition and meeting space, also with ancillary restaurant uses. This mutually supportive mix of land uses would complement existing sports, entertainment, and convention uses at the Convention Center, STAPLES Center, and L.A. LIVE. Therefore, the Proposed Project would be consistent with this strategy.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>GV P2.3:</b> Promote “people-scaled,” pedestrian-friendly communities.        | <b>Consistent.</b> Please refer to the earlier discussion under GV P1.4. One of the goals of the Proposed Project is to create an urban environment designed to a human scale that activates the adjacent streets, encourages pedestrian access, promotes the walkability of and around the Project Site, and creates strong pedestrian connections to the surrounding area, particularly nearby transit stops and stations. As previously discussed, the proposed public plazas, streetscape improvements, and new building entrances and plazas with pedestrian-scaled elements would serve to enhance connectivity with existing uses within the Project Site and L.A. LIVE and create an inviting, accessible public realm. As such, the Proposed Project would be consistent with this strategy.                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>GV P2.4:</b> Support the preservation of stable, single-family neighborhoods. | <b>Consistent.</b> The Proposed Project would not remove, physically encroach upon, or divide any residential uses nor interfere with the stability of any stable, single-family neighborhood. The nearest single-family residences are mixed with multi-family uses within the Pico-Union and Westlake communities west of the SR-110 Harbor Freeway. An analysis was conducted to assess whether the Proposed Project would adversely impact the Pico-Union area. It concluded that Project development would not adversely affect this community (see Appendix H of this Draft EIR). The proposed uses would be similar in nature to existing sports, entertainment, and event uses within and adjacent to the Project Site. Additionally, given the presence of numerous mid- to high-rise buildings in the immediate vicinity, including the JW Marriott Los Angeles, Ritz-Carlton Los Angeles, and the Ritz-Carlton Residences at L.A. LIVE, and other large-scale buildings such as STAPLES Center and various Convention Center exhibition halls, the Proposed Project would not be considered out-of-scale or incompatible in relation to any surrounding land uses, including single-family uses. Therefore, the Proposed Project would be generally consistent with |

**Table IV.A-1 (Continued)**  
**Project Consistency with the SCAG Blueprint Compass Growth Vision**

| Principles                                                                                                             | Project Consistency                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                        | this strategy.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Principle 3: Enable prosperity for all people</b>                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>GV P3.1:</b> Provide, in each community, a variety of housing types to meet the housing needs of all income levels. | <b>Not Applicable.</b> This policy, as indicated with the reference to “each community” is targeted towards local jurisdictions, such as the City of Los Angeles, with regard to establishing overall planning initiatives and programs, primarily implemented through the jurisdiction’s State-mandated General Plan Housing Element to promote the provision of housing to meet the needs of all income levels. Notwithstanding, although the Proposed Project does not involve the development of residential uses, it would not cause the removal of any housing. Please also refer to the discussion below under Section IV.A.3(e)(3), Land Use—Urban Decay; Section VI.D.2, Growth Inducing Impacts—Effects on the Pico-Union Community; and Section VI.E.2, (Potential Secondary Effects—Urban Decay; and Appendix H of this Draft EIR.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>GV P3.2:</b> Support educational opportunities that promote balanced growth.                                        | <b>Consistent.</b> As discussed in the Initial Study provided in Appendix B of this Draft EIR, the Applicants would be required to pay school developer fees to the Los Angeles Unified School District (LAUSD) for the purpose of improving educational facilities. Therefore, the Proposed Project would be consistent with this strategy.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>GV P3.3:</b> Ensure environmental justice regardless of race, ethnicity or income class.                            | <b>Consistent.</b> The plazas proposed as part of the Proposed Project, including improvements at Gilbert Lindsay Plaza, Event Center Plaza, and the New Hall entry plaza, along with associated amenities and streetscape improvements, are intended to enhance the public realm and improve the quality of life for all residents and workers in the area, and would be accessible to the public regardless of race, ethnicity, or income class. The job opportunities generated by the Proposed Project would also be available to all qualified individuals regardless of race, ethnicity or income class. Furthermore, no aspect of the proposed development would result in a disproportionate impact to populations that are related to environmental justice issues. Please also refer to the earlier discussion under GV P2.4 and the discussions in Section VI.D.2, Growth Inducing Impacts—Effects on the Pico-Union Community; Section VI.E.2, Potential Secondary Effects—Urban Decay; and Appendix H of this Draft EIR. Although the Proposed Project would incorporate numerous project design features to reduce operational emissions (e.g., TDM plan and encouraging the use of mass transit), localized operational emissions would still exceed their respective State and federal thresholds and, PM <sub>10</sub> and NO <sub>x</sub> impacts would be significant and unavoidable. The exceedance of NO <sub>x</sub> is primarily a function of very high ambient background concentrations as reflected in the fact that the background annual NO <sub>2</sub> concentration represents approximately 98.7 percent of the NAAQS and the background 1-hour NO <sub>2</sub> concentration represents approximately 84 percent of the NAAQS. As such, the Proposed Project would have only a very minor effect on ambient concentrations, but, nevertheless the |

**Table IV.A-1 (Continued)**  
**Project Consistency with the SCAG Blueprint Compass Growth Vision**

| Principles                                                                                              | Project Consistency                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                         | <p>impact is still concluded to be significant. No significant impacts related to local CO concentrations would occur as a result of Proposed Project development. Project development would be consistent with the air quality policies set forth in the SCAQMD's AQMP and the City of Los Angeles General Plan Air Quality Element. As the significant impacts occur at various locations within the Project area, there is not a disproportionate level of impacts within any location which would result in an adverse environmental justice impact. Therefore, overall, the Proposed Project would be consistent with this strategy.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <p><b>GV P3.4:</b> Support local and state fiscal policies that encourage balanced growth.</p>          | <p><b>Consistent.</b> The enhanced facilities for the Convention Center that result from the Proposed Project (i.e., more contiguous space, additional floor area via use of the Event Center, etc.), is anticipated to be a stimulus to the economy in terms of job growth, City general fund revenues, additional off-site collateral development, etc., as well as address the current imbalance in the payment of the Convention Center's existing bond obligations (see Appendix H of this Draft EIR).</p> <p>As previously discussed under GV P1.2, the Proposed Project would create an estimated 12,000 full-time temporary jobs during construction and approximately 4,123 permanent daily jobs (1,866 FTE jobs) during operations (discussed further below), thereby adding to the intensely developed urban community in and around Downtown that serves as a major employment hub. The Proposed Project would also support the Project Site's designation as part of the Downtown Center, defined as, "the location for major cultural and entertainment facilities... and the Convention Center." In addition, the Proposed Project represents infill development and is located at the hub of the rail and bus transit system for the metropolitan Los Angeles area. Therefore, the Proposed Project would be consistent with this strategy.</p> |
| <p><b>GV P3.5:</b> Encourage civic engagement.</p>                                                      | <p><b>Consistent.</b> The very nature of the proposed uses would foster civic engagement and public gathering, as the proposed Event types including major sporting events, entertainment, exhibitions and meetings, while the New Hall and proposed improvements to the Concourse Building would provide new and reconfigured convention center, exhibition and meeting space. This mutually supportive mix of land uses would complement the existing sports, entertainment, and convention uses at the Convention Center, STAPLES Center, and L.A. LIVE. In addition, the Proposed Project would provide a series of public plazas which would encourage civic engagement. Therefore, the Proposed Project would be consistent with this strategy.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <p><b>Principle 4: Promote sustainability for future generations</b></p>                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p><b>GV P4.1:</b> Preserve rural, agricultural, recreational, and environmentally sensitive areas.</p> | <p><b>Not Applicable.</b> The Project Site is located in a densely developed, highly urban area. There are no rural, agricultural, recreational areas, or areas that would be considered environmentally sensitive on the Project Site (i.e., no special status</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

**Table IV.A-1 (Continued)**  
**Project Consistency with the SCAG Blueprint Compass Growth Vision**

| Principles                                                                                                                                   | Project Consistency                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                              | plant or animal species are known to occur on the Project Site).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>GV P4.2:</b> Focus development in urban centers and existing cities.                                                                      | <b>Consistent.</b> Downtown Los Angeles is an intensely developed urban community that serves as a major regional employment hub. It is characterized by a mix of office, retail, hotel, restaurant, convention, sports/entertainment, and residential uses in a contemporary, mid-rise and high-rise setting. The Project Site and surrounding area are also designated in the General Plan as the Downtown Center, defined in part as “the location for major cultural and entertainment facilities... and the Convention Center.” Proposed development would support and enhance the existing urban community and regional employment hub and would provide uses that specifically complement existing sports, entertainment, and convention uses at the Convention Center, STAPLES Center, and L.A. LIVE. Therefore, the Proposed Project would be consistent with this strategy.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>GV P4.3:</b> Develop strategies to accommodate growth that use resources efficiently, eliminate pollution and significantly reduce waste. | <b>Consistent.</b> The Proposed Project includes sustainability features intended to reduce the potential for impacts related to climate change by minimizing air and GHG emissions, water and energy usage, and solid waste generation and disposal. The proposed New Hall would be designed to achieve LEED® Gold Certification, while the Event Center would be designed to achieve a minimum of LEED Certification. As such, the Proposed Project would include a variety of design features to accomplish the Project’s sustainability goals, as discussed further in Section II (Project Description) of this Draft EIR. Please also refer to Section IV.F.2 (Air Quality—Climate Change), for additional discussion of proposed sustainability features. In addition, the Proposed Project would comply with all City requirements pursuant to AB 939 with regard to reducing solid waste disposal. SB 292 requires the Proposed Project to minimize global climate change impacts that may result from private automobile trips to the Event Center. Specifically, the Proposed Project must achieve and maintain carbon neutrality by reducing to zero the net emissions of greenhouse gases from private automobile trips to the Event Center. For a definition of carbon neutrality as interpreted by SB 292, please see Appendix C of this Draft EIR. Therefore, for the reasons cited above, the Proposed Project would be consistent with this strategy. |
| <b>GV P4.4:</b> Utilize “green” development techniques.                                                                                      | <b>Consistent.</b> Please refer to the earlier discussion under GV P4.3.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <hr/> <p><i>Source: Southern California Association of Governments; Matrix Environmental, 2011.</i></p>                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

**Table IV.A-2**  
**Project Consistency with SCAG Regional Transportation Plan Goals**

| Goals                                                                                       | Project Consistency                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|---------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>RTP G1:</b> Maximize mobility and accessibility for all people and goods in the region.  | <b>Consistent.</b> The Project Site is located in an area in which the existing transportation system and public transit service infrastructure presently comply with mobility and accessibility goals for all people and goods in the region. Specifically, the Project Site is conveniently located adjacent to the SR-110 Harbor Freeway and the I-10 Santa Monica Freeway, which provide regional access for visitors arriving in passenger vehicles, and local access is provided via Figueroa Street, Olympic Boulevard, and Venice Boulevard. Designed as a transit-oriented development, the Proposed Project would include a network of pathways and streetscapes throughout the Project Site, with limited on-site parking to encourage the use of alternative modes of transportation. The proposed streetscape improvements would serve to promote attractive, functional, and safe streets as well as pedestrian-friendly sidewalks that connect to and complement the Downtown area. In addition, the Proposed Project would include parking and roadway improvements, as both Project Design Features and Mitigation Measures, as well as a TMP that would help to improve traffic flows throughout the immediate vicinity. Moreover, the Applicants would promote a variety of travel choices, including use of transit, in order to meet the “Best in the NFL” requirements of SB 292. Therefore, the Proposed Project would be consistent with this goal. Please refer to Section IV.B, Transportation/Parking/Circulation, of this Draft EIR for further discussion. |
| <b>RTP G2:</b> Ensure travel safety and reliability for all people and goods in the region. | <b>Consistent.</b> The construction and use of the proposed facilities in an area of existing transportation infrastructure in which the existing streets and transit systems would be maintained and operated in accordance with all applicable safety requirements would ensure travel safety and reliability. All Project-related parking and roadway improvements would be required to meet relevant standards and requirements and would be constructed to the satisfaction of the City Departments of Public Works, Transportation and/or Building and Safety, as appropriate.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>RTP G3:</b> Preserve and ensure a sustainable regional transportation system.            | <b>Not Inconsistent.</b> Please refer to the earlier discussions under RTP G1 and RTP G2. While Project visitors and event attendees are expected to make use of the regional freeway and roadway system, the Proposed Project has been designed as a transit-oriented development intended to support and encourage the use of alternative modes of transportation. The Proposed Project’s location in an urbanized area at the center of the regional transit and freeway system would reduce both the number and duration of vehicle trips when compared with a location not within close                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |



**Table IV.A-2 (Continued)**  
**Project Consistency with SCAG Regional Transportation Plan Goals**

| Goals                                                                         | Project Consistency                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|-------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                               | <p>proximity to transit. To that end, the Proposed Project would be designed as a transit-oriented development (TOD)<sup>21</sup> with clear linkages to facilitate pedestrian circulation to/from nearby transit stops, and an active outdoor environment that provides for pedestrian safety and promotes walkability. Moreover, the Applicant would promote a variety of travel choices, including use of transit, in order to meet the “Best in the NFL” requirements of SB 292. As previously described, Proposed Project parking would be based on a decentralized parking concept intended to facilitate traffic flows throughout the Project area and encourage the use of transit. Measures to be implemented as part of the proposed TMP would help to reduce vehicular trips and improve traffic flows throughout the immediate vicinity, thus promoting the sustainability of the regional transportation system. While the Project includes multiple improvements, as discussed above, that would promote and enhance transit usage related to on-site events, and introduce individuals that have not previously used transit to the benefits inherent in transit usage, Project development does result in significant impacts to the regional freeway system, although these impacts do not occur on a daily basis but would occur during some events as described in detail in Section IV.B.1, Transportation, of this Draft EIR. As a result, Project development does not preclude achievement of this policy.</p> |
| <p><b>RTP G4:</b> Maximize the productivity of our transportation system.</p> | <p><b>Consistent.</b> Please refer to the earlier discussions under RTP G1, RTP G2 and RTP G3. The transit-oriented nature of the Proposed Project would encourage the use of alternative modes of transportation, the provision of parking and roadway improvements that meet relevant standards and requirements, and the implementation of TMP measures would help reduce vehicular trips and improve traffic flows which together would contribute to the productivity of the regional transportation system. Moreover, the Event Center Applicant would promote transit usage in order to meet the “Best in the NFL” requirements of SB 292. In addition, the Proposed Project would increase use of transit during times typically considered “off-peak” thereby maximizing the productive use of the existing public transportation system and vehicles.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

<sup>21</sup> *The Center for Transit Oriented Development defines a transit-oriented development as a higher-density development within walking distance—or 0.5 mile—of transit stations. This proximity serves to increase “location efficiency” so people can walk and bike and take transit; boost transit ridership and minimize traffic; generate revenue for the public and private sectors and provide value for both new and existing residents; and to create a sense of place. The Center for Transit Oriented Development defines a transit-oriented development as a higher-density development within walking distance—or 0.5 mile—of transit stations. This proximity serves to increase “location efficiency” so people can walk and bike and take transit; boost transit ridership and minimize traffic; generate revenue for the public and private sectors and provide value for both new and existing residents; and to create a sense of place.*

**Table IV.A-2 (Continued)**  
**Project Consistency with SCAG Regional Transportation Plan Goals**

| <b>Goals</b>                                                                                                                                                                 | <b>Project Consistency</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>RTP G5:</b> Protect the environment, improve air quality and promote energy efficiency.                                                                                   | <p><b>Consistent.</b> As previously discussed, the Proposed Project would implement a Sustainability Plan. Among other things, the New Hall would be designed to achieve LEED® Gold Certification, while the Event Center would be designed to achieve a minimum of LEED Certification. In addition, a variety of design features would be implemented to accomplish the Project's sustainability goals, as discussed further in Section II (Project Description) of this Draft EIR.</p> <p>Refer to Section IV.F.2, Air Quality—Climate Change, and the Sustainability Plan in Appendix E, of this Draft EIR for discussion of proposed sustainability features.</p>                                                                                                                                                                                                                                                                         |
| <b>RTP G6:</b> Encourage land use and growth patterns that complement our transportation investments.                                                                        | <p><b>Consistent.</b> There are two rail transit stations within a short walking distance (the Pico Station and Metro Center Station) and approximately 35 bus lines, including five Metro Rapid bus lines, within 0.75 mile of the Project Site. The design of the Project with limited on-site parking would encourage the use of alternative modes of transportation and would encourage growth along the pedestrian pathways from off-site parking facilities and transit stops to the Project Site. Events at the Proposed Project, including exhibitions, trade shows, sporting events and entertainment activities, would attract visitors from across the region as well as from the immediate Downtown area, making transit use a viable option. Therefore, the Proposed Project would be consistent with this goal. Please refer to Section IV.B, Transportation/Parking/Circulation, of this Draft EIR for further discussion.</p> |
| <b>RTP G7:</b> Maximize the security of our transportation system through improved system monitoring, rapid recovery planning and coordination with other security agencies. | <p><b>Consistent.</b> While this goal is more relevant to public agencies or jurisdictions rather than individual development projects, the Proposed Project would support public security in general through implementation of Comprehensive Security Plan (CSP) developed in collaboration with and approved by the City of Los Angeles Police Department (LAPD), as described in detail in Section IV.J.1, Public Services—Police Protection, of this Draft EIR. In addition to the provision of security patrols funded by the South Park Business Improvement District, on-site security force and a Security Command Center and implementation of various security measures such as video surveillance, inspections for unpermitted items and substances, event egress traffic control and pedestrian traffic management, the plan would address emergency preparedness and evacuation.</p>                                             |
| <p>Source: Southern California Association of Governments; Matrix Environmental, 2011.</p>                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

**Table IV.A-3  
Convention and Event Center Employment Forecast**

| <b>Event Center<br/>Spectator, Exhibition and Meeting Room Events</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                          |                             |                                                 |                                               |                                          |                                                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|-----------------------------|-------------------------------------------------|-----------------------------------------------|------------------------------------------|---------------------------------------------------------|
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Number of<br/>Events<br/>per Year</b> | <b>Total Event<br/>Days</b> | <b>Average<br/>Attendance<br/>per Event Day</b> | <b>Employees<br/>per Attendee<sup>a</sup></b> | <b>TOTAL<br/>Employees<br/>per Event</b> | <b>Annual Full-Time<br/>(FTE) Employees<sup>b</sup></b> |
| <b>Spectator Events</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                          |                             |                                                 |                                               |                                          |                                                         |
| Attendance Level 1 (65,000+)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 37                                       | 37                          | 72,230 <sup>c</sup>                             | 0.05                                          | 3,612                                    | 508                                                     |
| Attendance Level 2 (45,000–64,999)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 10                                       | 20                          | 55,000                                          | 0.05                                          | 2,750                                    | 209                                                     |
| Attendance Level 3 (25,000–44,999)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 5                                        | 10                          | 35,000                                          | 0.05                                          | 1,750                                    | 66                                                      |
| <b>Exhibition Events</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                          |                             |                                                 |                                               |                                          |                                                         |
| Attendance Level 1 (65,000+)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 0                                        | 0                           | 0                                               | 0.033                                         | —                                        | 0                                                       |
| Attendance Level 2 (45,000–64,999)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 2                                        | 6                           | 50,000                                          | 0.033                                         | 1,650                                    | 38                                                      |
| Attendance Level 3 (25,000–44,999)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 12                                       | 36                          | 40,000                                          | 0.033                                         | 1,320                                    | 180                                                     |
| <b>Meeting Rooms</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                          |                             |                                                 |                                               |                                          |                                                         |
| <b>In Conjunction With Exhibit Floor Usage<sup>d</sup></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                          |                             |                                                 |                                               |                                          |                                                         |
| Attendance Level 1 (65,000+)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 0                                        | 0                           | 0                                               | 0.033                                         | —                                        | 0                                                       |
| Attendance Level 2 (45,000–64,999)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 2                                        | 6                           | 0                                               | 0.033                                         | —                                        | 0                                                       |
| Attendance Level 3 (25,000–44,999)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 12                                       | 36                          | 0                                               | 0.033                                         | —                                        | 0                                                       |
| <b>Meeting Room Use Only<sup>e,f,g</sup></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                          |                             |                                                 |                                               |                                          |                                                         |
| Meeting Level 1 (50,000+ sq. ft.) <sup>h</sup>                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 15                                       | 15                          | 4,352                                           | 0.033                                         | 144                                      | 8                                                       |
| Meeting Level 2 (30,000–49,999 sq. ft.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 30                                       | 30                          | 2,720                                           | 0.033                                         | 90                                       | 10                                                      |
| Meeting Level 3 (15,000–29,999 sq. ft.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 30                                       | 30                          | 1,530                                           | 0.033                                         | 50                                       | 6                                                       |
| <sup>a</sup> Based on data provided by MR + E, 2011<br><sup>b</sup> Based on full-time employees comprising 30 percent of the workforce working an average of 10 hours per day, whereas the balance of the employees (part-time) comprise 70 percent of the workforce working an average of 7 hours per day. FTE calculations based on 2,080 work hours per year.<br><sup>c</sup> Average attendance based on capacity event total of 72,000 persons plus a limited number of events with an attendance of 76,250 persons. |                                          |                             |                                                 |                                               |                                          |                                                         |

**Table IV.A-3 (Continued)**  
**Convention and Event Center Employment Forecast**

| Event Center<br>Spectator, Exhibition and Meeting Room Events                                                                                                                                                                      |                                 |                     |                                          |                                        |                                 |                                                  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|---------------------|------------------------------------------|----------------------------------------|---------------------------------|--------------------------------------------------|
|                                                                                                                                                                                                                                    | Number of<br>Events<br>per Year | Total Event<br>Days | Average<br>Attendance<br>per Event Day   | Employees<br>per Attendee <sup>a</sup> | TOTAL<br>Employees<br>per Event | Annual Full-Time<br>(FTE) Employees <sup>b</sup> |
| <sup>d</sup> Assumes use of meeting rooms does not increase employment as the number of attendees does not increase beyond those identified for the corresponding Exhibition Event.                                                |                                 |                     |                                          |                                        |                                 |                                                  |
| <sup>e</sup> Total number of days meeting rooms used calculated as 30 percent of the days the Event Center is not used for actual events (i.e., event days).                                                                       |                                 |                     |                                          |                                        |                                 |                                                  |
| <sup>f</sup> Square footage of meeting room usage calculated as the midpoint of the usage level and an occupancy of 6.8 persons per 100 square (based on average across all meeting room usage at the existing Convention Center). |                                 |                     |                                          |                                        |                                 |                                                  |
| <sup>g</sup> Distribution of meeting room usage is as follows: (a) Meeting Room Level 1—20 percent; (b) Meeting Room Level 2—40 percent; and (c) Meeting Room Level 3—40 percent.                                                  |                                 |                     |                                          |                                        |                                 |                                                  |
| <sup>h</sup> Assumes upper end of range—all 76,000 square feet of meeting room space would be in use.                                                                                                                              |                                 |                     |                                          |                                        |                                 |                                                  |
| Other Event Center Uses                                                                                                                                                                                                            |                                 |                     |                                          |                                        |                                 |                                                  |
| Land Use                                                                                                                                                                                                                           | Floor Area                      |                     | Employees/1,000 Square Feet <sup>i</sup> |                                        | Total FTE Employees             |                                                  |
| Office                                                                                                                                                                                                                             | 10,350                          |                     | 3.4965                                   |                                        | 36                              |                                                  |
| Retail                                                                                                                                                                                                                             | 25,000                          |                     | 2.2371                                   |                                        | 56                              |                                                  |
| Restaurant                                                                                                                                                                                                                         | 5,000                           |                     | 2.2371                                   |                                        | 11                              |                                                  |
| Subtotal                                                                                                                                                                                                                           | 40,350                          |                     |                                          |                                        | 103                             |                                                  |
| <sup>i</sup> Employees per 1,000 square feet per LAUSD, Commercial/Industrial Development School Fee Justification Study, February 25, 2008.                                                                                       |                                 |                     |                                          |                                        |                                 |                                                  |
|                                                                                                                                                                                                                                    | Maximum Daily Employment        |                     |                                          | FTE Employees <sup>j</sup>             |                                 |                                                  |
| Total Event Center Employment                                                                                                                                                                                                      | 3,715                           |                     |                                          | 1,128                                  |                                 |                                                  |
| <sup>j</sup> Calculated as the total of FTE employees from each category of Event Center Use (Spectator, Exhibition, Meeting Room) and the other Event Center uses.                                                                |                                 |                     |                                          |                                        |                                 |                                                  |

**Table IV.A-3 (Continued)**  
**Convention and Event Center Employment Forecast**

| Convention Center                                                                                  |                  |         |                              |         |                                 |          |         |                  |         |                                   |         |
|----------------------------------------------------------------------------------------------------|------------------|---------|------------------------------|---------|---------------------------------|----------|---------|------------------|---------|-----------------------------------|---------|
| Event Type                                                                                         | Number of Events |         | Average Event Day Attendance |         | Average Event Day Employment    |          |         | Total Event Days |         | Total FTE Employment <sup>k</sup> |         |
|                                                                                                    | Existing         | Project | Existing                     | Project | Employees/Attendee <sup>l</sup> | Existing | Project | Existing         | Project | Existing                          | Project |
| City-Wides                                                                                         | 24               | 38      | 8,292                        | 10,669  | 0.165                           | 1,368    | 1,760   | 98               | 155     | 516                               | 1,046   |
| Tradeshows                                                                                         | 27               | 47      | 2,761                        | 3,035   | 0.165                           | 456      | 501     | 70               | 122     | 123                               | 235     |
| Consumer shows                                                                                     | 48               | 53      | 5,250                        | 5,628   | 0.094                           | 494      | 529     | 126              | 139     | 239                               | 283     |
| Meeting Rooms                                                                                      | 189              | 207     | 218                          | 223     | 0.035                           | 8        | 8       | 335              | 366     | 10                                | 11      |
| Banquets                                                                                           | 9                | 27      | 895                          | 938     | 0.055                           | 49       | 52      | 14               | 41      | 3                                 | 8       |
| Assemblies/Other                                                                                   | 66               | 84      | 4,179                        | 4,589   | 0.053                           | 220      | 242     | 86               | 109     | 73                                | 101     |
| <sup>k</sup> FTE based on 260 days/year.<br><sup>l</sup> Based on forecast provided by MR+E, 2011. |                  |         |                              |         |                                 |          |         |                  |         |                                   |         |

| Other Convention Center Uses                                                                                                                 |              |                                          |                 |
|----------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------|-----------------|
| Land Use                                                                                                                                     | Floor Area   | Employees/1,000 Square Feet <sup>m</sup> | Total Employees |
| Retail                                                                                                                                       | 3,975        | 2.2371                                   | 9               |
| Bike Station                                                                                                                                 | 3,250        | 2.2371                                   | 7               |
| <b>Subtotal</b>                                                                                                                              | <b>7,225</b> |                                          | <b>16</b>       |
| <sup>m</sup> Employees per 1,000 square feet per LAUSD, Commercial/Industrial Development School Fee Justification Study, February 25, 2008. |              |                                          |                 |

|                                             | Incremental Maximum Daily Employment | Incremental FTE Employees |
|---------------------------------------------|--------------------------------------|---------------------------|
| Convention Center Employment Increase       | 408                                  | 738                       |
|                                             | Incremental Maximum Daily Employment | Incremental FTE Employees |
| <b>PROPOSED PROJECT EMPLOYMENT INCREASE</b> | <b>4,123</b>                         | <b>1,866</b>              |

As shown in Table IV.A-4 on page IV.A-41, the Proposed Project's maximum net FTE employment would represent 0.10 percent of SCAG's estimated employment forecast for the Los Angeles Subregion in 2017 and 3.96 percent of the anticipated growth in employment between 2011 and 2017. Therefore, the Proposed Project would be consistent with SCAG's employment forecasts for the Subregion as it would not cause an exceedance. Thus, in summary, the Proposed Project would be consistent with and would not conflict with the SCAG RTP, and impacts would be less than significant.

*(b) City of Los Angeles Plans and Policies*

*(i) General Plan Framework Element*

The Proposed Project and Proposed Specific Plan would be generally consistent with the General Plan Framework Element. Specifically, the proposed convention and event uses would be consistent with the Project Site's designation as part of the Downtown Center, defined in part as "the location for major cultural and entertainment facilities... and the Convention Center." The Proposed Project's FAR of 1.79 and maximum building heights of up to 220 feet at the Event Center would be well within what is permitted at the Project Site pursuant to its current zoning designation which allows an FAR of 6:1.<sup>22</sup> Furthermore, the Framework Element encourages sustainable growth in higher-intensity commercial and mixed-use districts, particularly in proximity to transportation corridors and transit stations. The Project Site and the immediately surrounding area exhibit these characteristics given the variety of sports, entertainment, convention, restaurant, hotel, and urban residential uses that co-exist and the proximity of numerous major roadways, freeways, and transit stops that serve the Project area.

Within the Land Use Chapter of the Framework Element, the following goals, objectives and policies relevant to the Downtown Center are applicable to the Proposed Project:

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

Objective 3.9: Reinforce existing and encourage new community centers, which accommodate a broad range of uses that serve the needs of adjacent residents, promote neighborhood and community activity, are compatible with adjacent neighborhoods, and are developed to be desirable places in which to live, work and visit, both in daytime and nighttime.

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<sup>22</sup> FAR based on a site area of 2,589,444 square feet and total existing and proposed on-site development of 4,637,277 square feet of floor area. Note that the City has confirmed that Subarea 77, which includes the Convention Center both north and south of Pico Boulevard, is zoned with an FAR of 6:1, pursuant to Ordinance 176647, which states Subarea 77 is allowed an FAR of 6:1.



**Table IV.A-4  
Project Employment Compared With Adopted SCAG Employment Forecasts**

| <b>Employment Projection</b>                                                                                                                                                                                                                                                                                                                                                                                | <b>Jobs</b> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| <b>SCAG Forecasts<sup>a</sup></b>                                                                                                                                                                                                                                                                                                                                                                           |             |
| SCAG City of Los Angeles Subregion 2017                                                                                                                                                                                                                                                                                                                                                                     | 1,916,746   |
| SCAG City of Los Angeles Subregion 2011-2017 Growth                                                                                                                                                                                                                                                                                                                                                         | 47,141      |
| <b>Project Net Employment (FTE)<sup>b</sup></b>                                                                                                                                                                                                                                                                                                                                                             | 1,866       |
| <b>Percentage of SCAG Forecasts</b>                                                                                                                                                                                                                                                                                                                                                                         |             |
| Share of SCAG City of Los Angeles Subregion 2017                                                                                                                                                                                                                                                                                                                                                            | 0.10%       |
| Share of SCAG City of Los Angeles Subregion 2011–2017 Growth                                                                                                                                                                                                                                                                                                                                                | 3.96%       |
| <sup>a</sup> The projections for 2011 (Proposed Project baseline) and 2017 (Proposed Project buildout) were interpolated based on the average annual growth rate between the 2010 and 2015 SCAG projections and between the 2015 and 2020 SCAG projections, respectively<br><sup>b</sup> Full-time equivalent jobs; refer to Table IV.I-3 for detailed calculations.<br>Source: Matrix Environmental, 2011. |             |

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

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

Policy 3.9.9: Require that outdoor areas of developments, parks, and plazas located in community centers be lighted for night use, safety, and comfort commensurate with their intended nighttime use, where appropriate.

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

Policy 3.11.1: Encourage the development of land uses and implement urban design improvements guided by the Downtown Strategic Plan.

The Proposed Project and Proposed Specific Plan are consistent with Goal 3G and Objective 3.9 in that it would help serve to reinforce the Downtown Center as a primary economic and social focal point with uses that promote community activity and with uses that encourage both daytime and nighttime uses. The Proposed Project would also provide for appropriately lit public streetscape improvements and pedestrian-oriented plazas and other streetscape amenities consistent with Policies 3.9.7, 3.9.8 and 3.9.9. The Proposed Project would meet each of these criteria and would promote the Project Site as the

convention and event center of the City, featuring distinctive building designs, lighting and signage, public gathering spaces connected by walkable<sup>23</sup> plazas and streetscapes, nighttime activity, and substantial safety and security measures. The proposed modernization of the Convention Center and provision of an Event Center would also provide for the continuation and expansion of government, business, cultural, entertainment, and visitor-serving uses at a scale and intensity that distinguishes and uniquely identifies the Downtown Center, consistent with Objective 3.11.1 and Policy 3.11.1. With respect to the Downtown Strategic Plan strategies and objectives, the Proposed Project and Proposed Specific Plan would be consistent with and help further those policies that relate to restoring Los Angeles to its traditional image as a world magnet for tourist activity, addressing the needs of all visitors who visit Downtown for business, conventions, trade shows and tourism, and promoting sports venues in the Downtown area. The Proposed Project and Proposed Specific Plan would also be consistent with those strategies in the Strategic Plan for the Convention Center District that specifically focus on increasing pedestrian activity between the Convention Center and the Financial Core, and increasing pedestrian activity between the Convention Center and South Park by enhancing the functionality and attractiveness of the Project Site.

The following policies of the Framework Element Urban Form and Neighborhood Design Chapter are applicable to the Proposed Project:

Policy 5.5.3: Formulate and adopt building and site design standards and guidelines to *raise* the quality of design Citywide.

Policy 5.5.4: Determine the appropriate urban design elements at the neighborhood level, such as sidewalk width and materials, street lights and trees, bus shelters and benches, and other street furniture.

Policy 5.5.6: Identify building and site design elements for commercial or mixed-use streets in centers, that may include: the height above which buildings must step back; the location of the building base horizontal articulation; and other design elements.

The Proposed Project and Proposed Specific Plan would be consistent with Policies 5.5.3, 5.5.4, and 5.5.6. These policies pertain to the formulation of appropriate building and

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<sup>23</sup> *Factors affecting walkability include, but are not limited to: sidewalk width, quality and connectivity; sidewalk obstructions (e.g., sign posts and utility poles); access to mass transit; provision of buffers between pedestrians and moving traffic (e.g., planter strips, on-street parking, or bike lanes); provision of adequate and safe pedestrian crossings; aesthetics and proper lighting for safety; building accessibility; provision of adequate shade, sun, and street furniture; and, quality of nearby local destinations.*

site design standards and guidelines as well as specific urban design and streetscape elements. The Proposed Specific Plan would guide development of the Project Site and ensure a high-quality design and environment.

The following policies of the Framework Element Open Space and Conservation Chapter are applicable to the Proposed Project:

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

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

- a. Give priority to the development of sites as open space for public access that are located with or occupied by other public facilities such as schools, child care facilities, and libraries.

The Proposed Project and Proposed Specific Plan would support Policies 6.4.9 and 6.4.10(a), with the development of small-scale plazas and small parks within transit-oriented development, including the joint use of open space with public facilities, such as would exist within the Project Site.

The Economic Development Chapter of the Framework Element includes the following overall economic development goals:

“The Framework Element's fundamental economic development goals are twofold: to provide the physical locations and competitive financial environment necessary to attract various types of economic development to Los Angeles, and to encourage the geographic distribution of job growth in a manner supportive of the City's overall planning objectives. In order to encourage economic development in Los Angeles and effectively compete for limited opportunities in an increasingly competitive national economy, the City needs to offer meaningful development incentives.”

Specifically, the following Economic Development policies are applicable to the Proposed Project and Proposed Specific Plan:

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

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

Policy 7.3.1: Maintain the Downtown regional core as the preeminent center for office development in the City, the metropolitan area, and the region. Maintenance of this status is key to the City's economic and fiscal strength during the transition to a more service oriented economy.

Policy 7.3.2: Retain existing neighborhood commercial activities within walking distance of residential areas.

Policy 7.3.3: Retain the City's existing employment base through an outreach program to existing businesses and an ongoing assessment of their specific land use requirements

Policy 7.4.1: Develop and maintain a streamlined development review process to assure the City's competitiveness within the Southern California region

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

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

Policy 7.10.1: Focus available implementation resources in centers, districts, and mixed-use boulevards or "communities of need."

Policy 7.10.2: Support efforts to provide all residents with reasonable access to transit infrastructure, employment, and educational and job training opportunities.

The Proposed Project and Proposed Specific Plan would be consistent with Policies 7.2.2, 7.2.3, and 7.10.1 in that the Project would be an infill development located within the Downtown Center in proximity to rail and bus transit stations and corridors. Although the Proposed Project does not propose office uses, it would not conflict with nor impede Policy 7.3.1 to maintain the Downtown regional core as a preeminent center for office development in the City. In addition, the Proposed Project and Proposed Specific Plan would not directly remove, nor have a substantial indirect impact on existing neighborhood commercial activities within walking distance of residential areas, particularly the Pico-Union area, and thus would be considered consistent with Policy 7.3.2. With respect to Policies 7.3.3 and 7.10.2, the Proposed Project would create 1,866 new FTE jobs (equivalent to 4,123 new part-time jobs) that would be available to residents in the

surrounding Pico-Union, Westlake, South Park, and Downtown areas as well as other locations throughout the region. This would thus support objectives and policies regarding the retention and expansion of the City's employment base, and in particular employment generation in areas of the City that historically have not received a proportional share of such opportunities. The Proposed Project and Proposed Specific Plan are intended to help increase the competitiveness of the Convention Center within the Southern California region and have the potential to generate a net fiscal surplus for the City both direct and indirectly, through the increase in consumer activity at project area hotels, restaurants and retail establishments by visitors to the Project Site (Policies 7.4.1, 7.81, 7.82). Further, the Proposed Project would expand upon the types of uses found both on-site and within the immediate Project area.

In summary, the Proposed Project and Proposed Specific Plan would concentrate mixed-use development in a regional center near existing transit stations and mixed-use corridors and generate a net fiscal surplus for the City and thus be consistent with the Economic Development policies of the Framework Element.

Given its location in downtown Los Angeles, which is the hub of the rail and bus transit system for the metropolitan Los Angeles area, the Proposed Project would promote the use of the public transportation system and thus would support many of the goals, objectives and policies of the Framework Element Transportation Chapter (as also listed in the General Plan Transportation Element). As previously indicated, there are two Metro rail transit stations within a short walking distance (Pico Station at 0.1 mile and Metro Center Station at 0.5 mile) and approximately 35 bus lines, including five Metro Rapid bus lines, within 0.75 mile of the Project Site. Further, the nature of events at the Proposed Project, including exhibitions, trade shows, sporting events and entertainment activities, are expected to attract visitors from across the region as well as from the immediate Downtown area, where the proximity of the Project Site to a comprehensive transit system would provide opportunities for transit use. The Proposed Project would also provide designated areas for bus and taxi drop-off and pedestrian bridges between the proposed garages and the new buildings so as to minimize pedestrian/vehicular conflicts. In addition, the Proposed Project would include parking and roadway improvements, as both Project Design Features and Mitigation Measures, as well as a Transportation Management Plan that would help to improve traffic flows throughout the immediate vicinity. Please refer to Section IV.B, Transportation/Parking/Circulation, of this Draft EIR for further discussion.

With respect to the 2010 Bicycle Plan, the proposed street improvements would ultimately connect the Project Site and off-site areas with the existing Class III bike routes that connect to and complement the Downtown area (i.e., the existing bike routes along Figueroa Street between Olympic and Exposition Boulevards and along Venice Boulevard from Figueroa Street westward to Crenshaw Boulevard). The City of Los Angeles 2010

Bicycle Plan identifies a future Class II bike lane in the area of the Proposed Project on Pico Boulevard, although there are no specific dates or details on when the proposed Pico Boulevard bike lanes would be implemented. The City's 2010 Bicycle Plan acknowledges that many future bicycle lanes will require additional analysis, particularly with regard to impacts on traffic and states, "As each bikeway that is identified as a future bicycle lane is prioritized in the Five-Year Implementation Strategy a preliminary analysis will be conducted to evaluate whether further environmental review will be necessary... In some cases the analysis may determine that the originally selected roadway is not well-suited for a bicycle lane. In these cases an alternative roadway within the same general corridor may be considered or alternative solutions may be considered that would facilitate bicycle activity on the designated corridor without the inclusion of a bicycle lane."<sup>24</sup> All future bicycle facilities implemented per the City's 2010 Bicycle Plan would take into consideration bicycle safety issues. As discussed in Section IV.B.3, Pedestrian Circulation and Bicycle and Pedestrian Safety, of this Draft EIR, the Proposed Project driveways (to parking garages) would not cross or conflict with any existing or proposed bicycle facilities such as bike lanes, and thus no conflicts would occur with any such facilities. Section IV.B.3 concluded that with the implementation of the project design features, Project impacts with regard to bicycle circulation and safety would be less than significant.

Project Design Features include: provision of a total of 250 new bicycle parking spaces in the on-site parking garages; street closures for major events at the Event Center which would enhance both bicycle and pedestrian circulation; and coordination with the proposed Bike Station (to be implemented by the City with allocated funding from sources not related to the Proposed Project and to be located in the vicinity of the Project Site), which will provide space for bicycle parking and storage and for bike rentals.

The Applicants would also coordinate with the concept plans currently being evaluated in the Figueroa Corridor Study, which is proposing bike lanes in each direction on Figueroa Street between 7th Street in Downtown and the USC/Coliseum area. However, because of the large number of pedestrians that would be associated with the Event Center, Convention Center, STAPLES Center and L.A. LIVE, the Proposed Project would not support any type of raised curb delineating the bike lanes in the vicinity of the Project Site, as it would create pedestrian safety impacts. Notwithstanding, the Proposed Project would not have any features that would preclude the implementation of most of the concepts in the Figueroa Corridor Study.

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<sup>24</sup> *City of Los Angeles 2010 Bicycle Plan, Chapter 5, page 115.*

With these Project Design Features, the Proposed Project would be potentially consistent with Policy 1.1.3 of the 2010 Bicycle Plan in that it will allow bicycle access to the existing and proposed entertainment destinations and Convention Center, and would allow for downtown bikeways to be integrated with the existing Downtown Street Standards. The Proposed Project would also be consistent with the Downtown Bikeways Objective to, "Increase bicycling within the downtown core by adding bikeway infrastructure and improving safety." Refer to Section IV.B.3, Pedestrian Circulation and Bicycle and Pedestrian Safety, of this Draft EIR for a discussion regarding bicycle safety, which concludes that impacts regarding bicycle safety would be less than significant.

The Framework Element Infrastructure and Public Services Chapter includes policies that relate to emergency preparedness and the reduction of utility and public service demands through conservation measures and appropriate development and site design. Specific goals, objectives and policies that relate to the Proposed Project and Proposed Specific Plan are listed below:

## **Wastewater**

Objective 9.2: Maintain the wastewater collection and treatment system, upgrade it to mitigate current deficiencies, and improve it to keep pace with growth as measured by the City's monitoring and forecasting efforts.

Policy 9.3.2: Consider the use of treated wastewater for irrigation, groundwater recharge, and other beneficial purposes.

## **Stormwater**

Goal 9B: A stormwater management program that minimizes flood hazards and protects water quality by employing watershed-based approaches that balance environmental, economic and engineering considerations.

Policy 9.5.3: Implement programs to correct any existing deficiencies in the stormwater collection system.

Objective 9.6: Pursue effective and efficient approaches to reducing stormwater runoff and protecting water quality.

Policy 9.6.3: The City's watershed-based approach to stormwater management will consider a range of strategies designed to reduce flood hazards and manage stormwater pollution. The strategies considered will include, but not necessarily be limited to:

d. On-site detention/retention and reuse of runoff;



- f. Incorporate site design features which enhance the quality of offsite runoff; and

## **Water Supply**

Goal 9C: Adequate water supply, storage facilities, and delivery system to serve the needs of existing and future residents and businesses.

Policy 9.8.1: Monitor water usage and population and job forecast to project future water needs.

Policy 9.9.7: Incorporate water conservation practices in the design of new projects so as not to impede the City's ability to supply water to its other users or overdraft its groundwater basins.

Objective 9.10: Ensure that water supply, storage, and delivery systems are adequate to support planned development.

## **Solid Waste**

Goal 9F: Adequate collection, transfer and disposal of mixed solid waste - the City shall seek to ensure that all mixed solid waste that cannot be reduced, recycled or composted is collected, transferred and disposed of in a manner that minimizes adverse environmental impacts.

Goal 9H: A cost-effective solid waste management system that emphasizes source reduction, recycling, reuse, and market development and is adequately financed to meet operational and maintenance needs.

## **Police**

Policy 9.13.1: Monitor and report police statistics, as appropriate, and population projections for the purpose of evaluating police service based on existing and future needs.

Objective 9.14: Protect the public and provide adequate police services, facilities, equipment and personnel to meet existing and future needs.

Policy 9.14.7: Participate fully in the planning of activities that assist in defensible space design and utilize the most current law enforcement technology affecting physical development.

Objective 9.15: Provide for adequate public safety in emergency situations.

## **Fire**

Objective 9.17: Assure that all areas of the City have the highest level of fire protection and EMS, at the lowest possible cost, to meet existing and future demand.

Policy 9.17.4: Consider the Fire Department's concerns and, where feasible adhere to them, regarding the quality of the area's fire protection and emergency medical services when developing general plan amendments and zone changes, or considering discretionary land use permits.

Objective 9.19: Maintain the Los Angeles Fire Department's ability to assure public safety in emergency situations.

## **Recreation and Parks**

Policy 9.23.6: Identify and purchase, whenever possible, sites in every neighborhood, center, and mixed-use boulevard, and maximize opportunities for the development and/or use of public places and open spaces on private land in targeted growth areas.

## **Power**

Policy 9.29.2: Promote the responsible use of natural resources, consistent with City environmental policies.

Policy 9.29.3: Promote conservation and energy efficiency to the maximum extent that is cost effective and practical, including potential retrofitting when considering significant expansion of existing structures.

## **Street Lighting**

Goal 9P: Appropriate lighting required to (1) provide for nighttime vision, visibility, and safety needs on streets, sidewalks, parking lots, transportation, recreation, security, ornamental, and other outdoor locations; (2) provide appropriate and desirable regulation of architectural and informational lighting such as building facade lighting or advertising lighting; and (3) protect and preserve the nighttime environment, views, driver visibility, and otherwise minimize or prevent light pollution, light trespass, and glare.

Policy 9.38.1: Require that street lighting designs meet the minimum standards adopted by the City to provide nighttime vision required by motorists and pedestrians and to protect the City from liability.

Policy 9.38.2: Ensure that the street lighting system is constructed of materials and equipment adequate to ensure the appropriate service life and that adequate maintenance of the street lighting system is provided.

Policy 9.40.1: Require lighting on private streets, pedestrian oriented areas, and pedestrian walks to meet minimum City standards for street and sidewalk lighting.

Policy 9.40.2: Require parking lot lighting and related pedestrian lighting to meet recognized national standards.

Policy 9.40.3: Develop regulations to ensure quality lighting to minimize or eliminate the adverse impact of lighting due to light pollution, light trespass, and glare for facade lighting, security lighting, and advertising lighting, including billboards.

Policy 9.40.4: Establish regulations and standards which eliminate the adverse impacts due to light pollution, light trespass, and glare for the area lighting of rail yards, transit yards, trucking facilities, and similar facilities.

Policy 9.40.5: Develop guidelines and regulations that will promote quality lighting for recreational/sports facilities to ensure appropriate lighting with minimum adverse impact, and to ensure that such lighting facilities are not operated when recreational/sports facilities are not in use.

Policy 9.40.6: Placement and location of street trees shall be coordinated with the placement of street lights.

## **Urban Forest**

Objective 9.41: Ensure that the elements of urban forestry are included in planning and programming of infrastructure projects which involve modification of dedicated parkway, sidewalk and/or raised median islands.

Policy 9.41.2: Encourage the use of permeable paving wherever possible.

The Proposed Project and Proposed Specific Plan would be consistent with the above-listed applicable goals, objectives and policies of the Framework Element Infrastructure and Public Services Chapter, including those that relate to emergency preparedness and the reduction of utility and public service demands through conservation measures and appropriate development and site design techniques as discussed in Section II, Project Description, of this Draft EIR. Please also refer to Section IV.F.2, Air Quality—Climate Change, for additional discussion of proposed sustainability features. Also refer to Section IV.J.1, Public Services—Police Protection, and Section IV.B, Transportation/Parking/Circulation, for a discussion of the Comprehensive Security Plan

and Traffic Management Plan to be implemented as part of the Project, respectively, that will include features to address emergency preparedness. Project design features and mitigation measures specific to the issues addressed in the Infrastructure and Public Services Chapter (e.g., water, wastewater, solid waste, fire, police, etc.) are discussed in the respective sections throughout this Draft EIR. These include the incorporation of Best Management Practices (BMPs) for stormwater treatment and conservation features for water and energy into the Project design. As discussed in Section IV.J.2, Public Services—Fire Protection, of this Draft EIR, the Proposed Project will comply with the City Fire Department's requirements for the Proposed Project. In addition, the Proposed Project would include a series of public plazas, including an improved Gilbert Lindsay Plaza, consistent with the Framework's recreation and parks goals. Further, as discussed in Section IV.D.2, Artificial Light and Glare, of this Draft EIR, the Proposed Project and Proposed Specific Plan will provide lighting that provides for nighttime vision, visibility and safety, and minimizes the adverse impact of lighting due to light pollution, light trespass, and glare. The proposed streetscape improvements are discussed in Section IV.C, Aesthetics/Visual Resources, of this Draft EIR. As discussed in Section IV.C, the proposed streetscape improvements are consistent with the applicable policies related to the Urban Forest.

In summary, the Proposed Project and Proposed Specific Plan would be consistent with the overall intent of the City's General Plan Framework Element, and as such impacts would be less than significant.

*(ii) Central City Community Plan*

As discussed previously, the Central City Community Plan designates the Project Site for Public Facilities and Commercial uses located within the Convention Center/Arena area. The plan states that development within this portion of the Community Plan area should focus on event and entertainment-related uses, much like those proposed under the Project. Moreover, the Community Plan recognizes the Convention Center/Arena area as a place with the potential to "evolve into an economically and physically prominent area based on the cumulative impact of existing assets such as the Convention Center and the Staples Arena" and further investments in the area such as the LASED area. The Proposed Project would directly support such efforts and complement the existing uses and ongoing development in the area. The proposed uses would be consistent with the Project Site's current Public Facilities land use designation, which would remain unchanged as part of the Proposed Project. However, a General Plan Amendment would be sought to: (a) change the Regional Commercial land use designation currently in place on a portion of the STAPLES Center site to Public Facilities to provide for a single consistent designation across the Project Site; and (b) revise the land use legend within the City's General Plan Land Use Map for the Central City Community Plan area (see Figure 4 in Appendix G, Regulatory Framework, of this Draft EIR) such that the zones listed as corresponding to the

Public Facilities designation would include the CEC Zone. The footnotes within the General Plan Land Use Map for the Central City Community Plan area would be amended to include new Footnote 15, which would state the following: “The development standards applicable to the CEC Zone shall be those set forth in the Convention and Event Center Specific Plan.”

The Community Plan also recognizes the critical role that tourism and entertainment play in the commercial activity of Los Angeles and the Central City area in particular. The Convention Center and STAPLES Center are specifically cited as “add[ing] significantly to the draw of downtown for visitors.” Development of STAPLES Center is noted as having had a tremendous positive influence on hotel and entertainment uses Downtown. The expanded sports, entertainment, convention and other event activities that would result from implementation of the Proposed Project would be consistent with Central City Community Plan statements under “Convention Center/Arena”<sup>25</sup> to focus on event and entertainment-related uses and to develop the area with uses that will support the Convention Center and the Arena. Therefore, the proposed expanded sports, entertainment, convention and other event activities could serve to further complement and benefit the tourism, hotel and entertainment component in the immediate Project vicinity, as well as throughout Downtown.

The Proposed Project would also be substantially consistent with relevant goals, objectives, and policies in the Community Plan as it would introduce new visitor-serving uses and pedestrian-oriented amenities, support tourism, generate nighttime activity and create a safe, clean, attractive, and lively environment. Specifically, the Proposed Project would directly support Objective 2-3 to, “promote land uses in [the] Central City that will address the needs of all the visitors to Downtown for business, conventions, trade shows, and tourism.” The Proposed Project and Proposed Specific Plan would also be consistent with Objective 2-4, to “promote land uses in Central City that will address the needs of the visitors to Downtown for business, conventions, trade shows and tourism”; Policy 2-1.2, to “maintain a safe, clean, attractive, and lively environment”; and Policy 2-2.2, to “encourage pedestrian-oriented and visitor serving uses during the evening hour....” The Proposed Project and Proposed Specific Plan would also help advance and/or complement various Community Plan programs related to the Figueroa Corridor, including implementation of the Economic Development Strategy recommendations for the Figueroa Corridor (discussed further below), streetscape improvements planned for Figueroa Street, the provision of linkages to the Figueroa Corridor and other areas of the Central City, the creation of a mixed-use entertainment district surrounding the Convention Center and STAPLES Center,

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<sup>25</sup> *City of Los Angeles, Central City Community Plan, p. I-8.*

and support for the LASED area. The Proposed Project would help further the implementation of the Los Angeles Sports and Entertainment District Specific Plan adjacent to the Project Site.

The signage, parking and circulation improvements of the Proposed Project would help implement the Community Plan program of Policy 2-2.2 to, “institute a way finding signage program for parking, transit and pedestrian facilities that will improve mobility and pedestrian circulation.” Furthermore, the open space and pedestrian improvements as well as safety and security measures planned as part of the Proposed Project would be consistent with several open space and recreation, fire and police objectives and policies set forth in the Community Plan. In particular, the Proposed Project and Proposed Specific Plan would support Objective 4-4 to, “encourage traditional and non-traditional sources of open space by recognizing and capitalizing on linkages with transit, parking, historic resources, cultural facilities, and social services programs” and Policy 4-2.1 to, “foster physical and visual links between a variety of open spaces and public spaces Downtown.” In addition, the Proposed Project would be consistent with Policy 4-4.1 to create open spaces that capitalize on linkages with transit and parking. With respect to Police and Fire Services, the Proposed Project would be consistent with the following applicable policies to consult with the LAPD and LAFD as part of the project planning process and to maximize safety through appropriate design of the built environment.

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

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

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

The Proposed Project and Proposed Specific Plan would also help advance the urban design policy for the Convention Center/Arena to fully “develop all streets and parks to accommodate outdoor activities and to provide pedestrian linkages between this district and other Downtown neighborhoods and districts.”<sup>26</sup>

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<sup>26</sup> *Central City Community Plan Chapter V—Urban Design: Civic Center.*

Likewise, the parking, roadway and intersection improvements planned as part of the Proposed Project and Proposed Specific Plan would support Community Plan objectives and policies pertaining to transportation and circulation, including those aimed at improving traffic flows, maximizing transit use, facilitating pedestrian circulation, enhancing streetscapes and implementing transportation management strategies. Please refer to Section IV.B, Transportation/Parking/Circulation, of this Draft EIR for further discussion.

*(iii) Downtown Design Guide*

The Downtown Design Guide is an Appendix to the Central City Community Plan. The Proposed Project and Proposed Specific Plan would meet many of the standards and guidelines in the Downtown Design Guide. For example, the Proposed Project and Proposed Specific Plan would meet the Sustainable Design guidelines specified in Chapter 2, Sustainable Design, to “Support walkability through sensitive design of the site, building and streetscape” and to “...design all projects as transit-oriented developments (TODs) that encourage residents, tenants and visitors to use transit.” The Proposed Project and Proposed Specific Plan would also meet the Building Design requirements which state, “All projects are required to comply with the City’s Green Building Ordinance.” The Proposed Project includes design features that would further the Downtown Design Guide’s sustainability goals and policies. The Sustainability Plan for the Proposed Project is discussed in Section II.D.1(e), Project Description, and included in Appendix E of this Draft EIR. As discussed therein, the proposed New Hall would be designed to achieve LEED Gold Certification and comply with the City’s Green Building Ordinance and the Event Center would be designed to achieve a minimum LEED Certification.

The Proposed Project and Proposed Specific Plan would also be consistent with the sidewalks and setbacks requirements in Chapter 3, Sidewalks and Setbacks, to “Design sidewalks that are walkable and accommodate a variety of uses” and to “Install and maintain streetscape improvements on all streets adjacent to a project.” The Proposed Project would be consistent with the provisions of Chapter 4 for Ground Floor Treatment Along All Streets to “Orient buildings to the street to promote the sidewalk activity” and to “Encourage the use of alternate modes of transportation by providing incentives for reduced automobile use.” The Proposed Project would be designed as a transit-oriented development with limited on-site parking, clear linkages to facilitate pedestrian circulation to/from nearby transit stops, and an active outdoor environment that provides for pedestrian safety and promotes walkability. The proposed New Hall would be physically and architecturally integrated with the existing South Hall and Concourse Building so as to create a seamless Convention Center. Wide sidewalks ranging from 13.5 to 103.5 feet would be provided throughout the Project Site (with a continuous extension into Chick Hearn Court), along with appropriate landscaping and well-marked street crossings with appropriate safety signals and devices.



The Massing and Street Wall provisions in Chapter 6 state the following on p. 26:

“Design building massing to reinforce the street wall with well-scaled elements or structures that are sensitive to the neighborhood context.

1. Break large projects into a series of appropriately scaled buildings so that no building is more than 300 feet in length. Provide a passageway at least 20 feet wide between buildings.
2. Generally, buildings should maintain a consistent street wall along their street frontages. While variety in massing can occur through step-backs as a building ascends upward, it is not required.
3. Monolithic slab-like structures that wall off views and overshadow the surrounding neighborhood are discouraged.”

While no building setbacks would be required under the Proposed Specific Plan, the creation of defined entry areas, along with the wide and varying sidewalks, would serve to demarcate building entrances and the adjacent plazas and create visual interest along the adjoining streets. Street trees would sit within minimum 4-foot by 8-foot tree wells, which could be tied into the sidewalk and/or street stormwater system and be used to collect, cleanse and possibly infiltrate stormwater. Other planted areas including landscaped setback areas and planted areas within the plazas would also be used, where possible, to collect, cleanse and possibly infiltrate stormwater. Ground floor retail space may be introduced adjacent to portions of Event Center Plaza and Gilbert Lindsay Plaza to provide further activity in the interface between the on-site buildings and outdoor plazas. The Proposed Project would also create visual interest and enhance the pedestrian environment through façade articulation and the incorporation of distinctive architectural features where appropriate to provide shade for pedestrians.

The Event Center and New Hall would have street façades of over 300 feet in length which is discouraged in the Design Guide. However, a football stadium is required to be greater than 300 feet in length to accommodate the required 100 yard field, plus associated seating and other structures, and cannot be broken into a series of structures. The Proposed Project would not provide a monolithic slab-like structure and has substantial building articulation and activity at the street. Therefore, although the Proposed Project is not consistent with the letter of item 1 above because it is greater than 300 feet in length, the Proposed Project is considered generally consistent with the intent of the design guidelines to provide a variety of building massing and textures of shadow, light and materials. The Proposed Project would meet this overall goal and the other guidelines related to building entrance orientation, etc.

Chapter 8 of the Downtown Design Guide addresses Architectural Detail. This Chapter requires horizontal and vertical variation. These guidelines state, “Vary the horizontal plane of a building to provide visual interest and enrich the pedestrian experience, while contributing to the quality and definition of the street wall” and, “Variation in the vertical plane of a building shall clarify the building’s uses and visually differentiate ground floor uses, from core functions and how the building “meets the sky.” These guidelines also state, “Avoid extensive blank walls that would detract from the experience and appearance of an active streetscape. Buildings shall aim for a “timeless design” and employ sustainable materials and careful detailing that have proven longevity.”

The Proposed Project buildings would incorporate varied rooflines, variations in façade treatment and building materials, pedestrian-scaled entrances, and building step-backs and/or overhangs to reduce building massing and avoid blank street walls. The Event Center would comply with relevant Design Guide tower requirements since it would have a building height of more than 150 feet. Specifically, the Event Center would not be placed within 80 feet of an existing or future tower (the adjacent STAPLES Center is approximately 139 feet in height and not subject to tower requirements, and the nearby high-rise Marriott Hotel is located more than 80 feet from the edge of the Project Site). In addition, the Event Center’s architectural design would feature a deployable roof, offering a building top delineated with a change of detail and add a sculptural form to the skyline<sup>27</sup> consistent with the City’s Downtown Design Guide provisions cited above. The proposed building designs would also incorporate relevant standards and guidelines pertaining to architectural details, including horizontal variation, vertical variation, building materials, windows and doors, glazing, lighting, security features and associated impacts affecting neighboring properties and uses. For example, the Event Center building façades, which would include glazed curtain walls, metal wall panels, and concrete and steel support piers, would incorporate high-quality materials exhibiting variation in style, architectural detail and texture to generate visual interest, create a unique building identity and provide three-dimensional elements. Entrances would be well-marked, articulated with a pedestrian scale, and compatible with the building’s architectural style and integrity. The New Hall structure, like the existing South Hall, would feature tinted glass façades treated with a non-reflective coating and would expand the distinctive architecture already present within the Project Site.

Compatibility impacts resulting from the design of the proposed buildings are addressed below, whereas design impacts to surrounding properties and uses with respect

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<sup>27</sup> Quoted from the Tower Form guidelines provided in the City of Los Angeles Downtown Design Guide, page 33. Any portion of a building taller than 150 feet is subject to the tower standards and guidelines.

to visual quality, views, lighting and shadows are addressed in Sections IV.C, Aesthetics/Visual Resources; IV.D.1, Natural Light (Shading); and IV.D.2, Artificial Light and Glare, of this Draft EIR. Note that both the Event Center and the New Hall would be required to undergo architectural review by the City's Cultural Affairs Commission. The Project parking garages would be integrated with the on-site buildings through the use of pedestrian bridges and well-marked at-grade crossings across L.A. Live Way, and consistent with the Proposed Project's prominent architectural design. The east façade of the L.A. Live Way Garage would include an exterior pedestrian circulation element. Both garages would feature signage along their west façade facing the SR-110 Harbor Freeway, building on the Proposed Project's signage program, while pedestrian and vehicular signage and lighting would be appropriately sized and placed to facilitate access and safety. Parking and loading uses on ground floor levels would be obscured from view from the adjacent streets, and vehicular drop-off areas would be located so as to minimize obstruction to pedestrian activity. Street trees would be provided along both sides of L.A. Live Way to enhance the pedestrian environment along the Event Center's west façade. Additionally, mechanical and other equipment would be located in designated utility, loading, and storage areas, away from the primary pedestrian circulation spaces, and thus would not be visible from public view to the maximum extent practicable, consistent with the Design Guide.

The Proposed Project and Proposed Specific Plan would also meet many of the open space and streetscape standards and guidelines set forth in the Design Guide, including the provision of pedestrian pathways or paseos along blocks greater than 400 feet in length. Such passageways would have clear lines of sight, appropriate lighting and visual focal points and would serve to connect the various plazas throughout the Project Site. As previously described and discussed in more detail in Section IV.C, Aesthetics/Visual Resources, the Proposed Project would include streetscape improvements that would help connect the plazas and pedestrian paths proposed on-site and builds upon the existing streetscape improvements and associated standards in place for the adjacent LASED area. Streetscape standards included as part of the proposed streetscape improvements would address such issues as paving materials, crosswalks, sidewalk widths, setbacks, street tree species and spacing, street light fixture types and spacing and street furnishings. Implementation of the proposed streetscape improvements would help achieve the Project goal of creating an urban environment that activates the adjacent streets, encourages public pedestrian access, promotes the walkability of and around the Project Site, and creates strong pedestrian connections to the surrounding area, particularly nearby transit stops and stations. Gilbert Lindsay Plaza, in particular, would be designed as a multi-functional outdoor space for casual public gathering that incorporates pedestrian amenities, including seating and other features. It would include softscape and hardscaped areas designed to function as an event-day meeting place, integrated with the Event Center and STAPLES Center entrances and associated ticketing areas, and defined by a public art sculpture and water features. It would potentially be

bordered by community-serving uses such as cafes and retail establishments, and many of the new trees planted on-site would be canopy trees that shade open spaces, sidewalks and the buildings, consistent with the Design Guide.

Chapter 10 of the Downtown Design Guide addresses signage. It requires that projects over 50,000 square feet submit a master sign plan for the entire project during the design development phase and that the master sign plan identify all sign types that can be viewed from the street, sidewalk or public right-of-way. The goal of this master sign plan is to, “assure a cohesive, integrated approach to the variety of signs required for building identification, wayfinding and regulatory needs.” Signage guidelines applicable to the Proposed Project include the following:

7. Illuminated signs that reflects the individual character of the Downtown districts are encouraged.
8. Signs shall use appropriate means of illumination. These include: neon tubes, fiber optics, incandescent lamps, cathode ray tubes, shielded spotlights and wall wash fixtures.
9. Signs may be illuminated during the hours of operation of a business, but not later than 2 A.M. or earlier than 7 A.M.
10. The following signs are prohibited:
  - Internally illuminated awnings
  - Conventional plastic faced box or cabinet signs
  - Formed plastic faced box or injection molded plastic signs
  - Luminous vacuum formed letters
  - Animated or flashing signs
  - Wall murals covering windows.

The Proposed Project would include signage, lighting, and public art. As previously described under Section II, Project Description, the Project signage program would allow a variety of sign types with requirements based on location within specific sign zones (Areas A, A1, and B) and height levels (Levels 1 through 3). These zones and height levels overlap the Subareas. Signage is expected to comprise an important visual component of the Proposed Project, adding to the event- and entertainment-oriented aspect of the Project Site and complementing the existing sign districts in the adjacent LASED area, including L.A. LIVE. Illumination would be integrated with signage, as

appropriate, and sign placement would be planned in conjunction with street tree locations. Project signage would be consistent with the provisions of the Downtown Design Guide specified above, with the exception of item 9, in that some signs may be illuminated beyond the identified hours of operation, and with the exception of item 10, in that animated signs would be allowed with regard to the proposed Event Center, and certain signage would be permitted to cover nonoperable windows. Therefore, the proposed signage would be potentially inconsistent with said provisions of the Design Guide. However, as stated above, this type of signage is considered an important visual component of the Proposed Project given the event- and entertainment-oriented nature of the uses. Moreover, the Downtown Design Guide specifically provides that an adopted Specific Plan or Supplemental Use District shall take precedent where there is a conflict. Refer to Appendix D for additional information regarding the Proposed Project's signage program.

Pedestrian-scaled lighting would be used throughout the Project Site, in addition to roadway lighting, to enhance pedestrian safety and comfort. The Proposed Project would comply with the Design Guide policy that states, "All exterior lighting (building and landscape) should be integrated with the building design, create a sense of safety, encourage pedestrian activity after dark, and support Downtown's vital nightlife." Exterior lighting would be required to be integrated with the building designs, would maximize safety and encourage pedestrian activity and nightlife, and would be shielded to reduce light spillover and glare, as set forth in the lighting performance standards in the Project Design Features and Mitigation Measures in Section IV.D.2, Artificial Light and Glare, of this Draft EIR. The public art component of the Proposed Project would similarly generate visual interest by creating focal points, define some of the plazas on-site and enhance the image of the Project area and Downtown as a whole. Based on these and the various Project elements described above, the Proposed Project would contribute to the cultural life of the area, building upon and connecting to existing elements within the Project Site, L.A. LIVE and Nokia Plaza in particular, and throughout Downtown.

In summary, the Proposed Project would be generally consistent with and would not be in substantial conflict with the Central City Community Plan or the associated Downtown Design Guide, and impacts would be less than significant. Additional discussion of urban design is provided below in the analysis of Project consistency with the City's Walkability Checklist.

*(iv) Downtown Strategic Plan*

The Strategic Plan recognizes the Convention Center as an important asset to the City and identifies the need to both expand the Convention Center and develop the area surrounding it with complementary uses, including entertainment uses, tourist attractions and outdoor activities. The Strategic Plan also cites the need to connect the Convention

Center with nearby neighborhoods and districts via pedestrian linkages, transit and other circulation systems.

The Proposed Project would directly support the objectives of the Strategic Plan by: renovating and modernizing the usable space within the Convention Center, thus allowing for a wider variety of conventions, trade shows, and events. A new sports venue would increase commercial activity, pedestrian and outdoor activity and tourism in the area.

*(v) Figueroa Corridor Economic Development Strategy*

Located in the Downtown Events Center District established as part of the Figueroa Corridor Economic Development Strategy, the Proposed Project would support objectives to improve the Figueroa Street Corridor both economically and physically and reinforce its regional importance. Project implementation would directly fulfill the strategic economic focus for this area by introducing new event and entertainment-related uses. As previously described, the Proposed Project would include a number of design elements intended to foster a vibrant, accessible, and safe pedestrian environment, both within the Project Site and along nearby roadways, including Figueroa Street. Given the importance of pedestrian access and circulation, the Proposed Project would create a series of public plazas, connected by pathways and streetscapes, providing outdoor gathering places and connecting the Project Site to other areas of Downtown, including nearby transit stops. Pedestrian amenities such as street furniture would be provided where appropriate, and implementation of the proposed streetscape improvements would complement the existing streetscape improvements and associated standards in place for the adjacent LASED area, which includes approved streetscape standards for Figueroa Street between 8th Street and the I-10 Santa Monica Freeway. In particular, Gilbert Lindsay Plaza located along Figueroa Street would be redesigned as a more active and functional outdoor space, with areas serving as one of the main pedestrian entry plazas to the Event Center as well as a landscaped plaza space with turf and plantings. Therefore, the Proposed Project and Proposed Specific Plan would be consistent with and would not be in conflict with the Figueroa Corridor Economic Development Strategy, and impacts would be less than significant.

*(vi) City of Los Angeles Walkability Checklist*

As previously discussed in Section IV.A.3(c), pedestrian access and circulation is an important element of the Proposed Project, and numerous design elements would be incorporated to foster an accessible, safe and visually appealing pedestrian environment. A series of public plazas networked by walkable pathways and streetscapes would be created to serve the varied users of the Project Site and the associated uses. Prominent open space elements would include the redesigned Gilbert Lindsay Plaza, Event Center Plaza, Chick Hearn Court (which would be closed to vehicular through-traffic and used for

pedestrian circulation immediately before, during, and after capacity events at the Event Center), L.A. Live Way adjacent to the Event Center, and the New Hall entry plaza along Pico Boulevard. Pedestrian amenities would be provided where appropriate and would include street furniture, safety and accent lighting, way-finding signage, trash containers, and bike racks, in addition to landscaping. Additional design elements would include pedestrian-scaled entrances, special paving materials to demark pedestrian pathways, and designated bus/taxi and VIP drop-off areas. These components would be designed to facilitate pedestrian connections between the Convention Center, the new Event Center, the adjacent STAPLES Center and the nearby uses at L.A. LIVE, including Nokia Plaza, resulting in an integrated urban environment. Clear linkages would also be provided to facilitate pedestrian circulation to/from nearby transit stops.

With respect to the objectives, goals, and implementation strategies set forth in the Walkability Checklist, the following objectives are applicable to the Proposed Project:

- Sidewalks: Support ease of pedestrian movement and enrich the quality of the public realm by providing appropriate connections and street furnishings in the public right-of-way.
- Crosswalk/Street Crossings: Pedestrian safety is the primary concern in designing and managing street crossings. Crossings that are safe, easy to use and well-marked support active, pedestrian-friendly environments and link both sides of the street physically and visually.
- Utilities' Objective: The disruption of views and visual pollution created by utility lines and equipment should be minimized.
- Building Orientation Objective: Use the relationship between building and street to improve neighborhood character and the pedestrian environment.
- On-site Landscaping' Objective: Contribute to the environment, add beauty, increase pedestrian comfort, add visual relief to the street, and extend the sense of the public right-of-way.
- Building Façade: Use the design of visible building facades to create/reinforce neighborhood identity and a richer pedestrian environment.
- Building Signage & Lighting: Strengthen the pedestrian experience, neighborhood identity and visual coherence with the use of building signage and lighting.

The Proposed Project would be consistent with the applicable objectives of the Walkability Checklist, in that it would improve the quality of the public realm, encourage and facilitate pedestrian travel, create an active outdoor environment that provides for

pedestrian safety, provide wide sidewalks (with a fluid extension into Chick Hearn Court), provide pedestrian-scaled building entrances, orient buildings with direct access to entrances from sidewalks and streets, incorporate passageways or paseos into the site design to facilitate pedestrian circulation, and include appropriate landscaping. It would also provide well-marked street crossings with appropriate safety signals and devices, provide linkages between the Project Site and adjacent uses and transit stops, and minimize street crossing distances where appropriate. Further, utilities would be placed in locations that minimize the impact on pedestrian paths, building accessibility and the visual environment; pedestrian/vehicular conflicts associated with parking facilities would be minimized by providing pedestrian bridges between the proposed garages and the new buildings; visual impact of parking facilities from major roadways would be limited; architectural features would be incorporated on parking structure façades to contribute positively to the Project Site's identity; and appropriate lighting of parking areas and associated pedestrian walkways would be provided. The Proposed Project would also contribute to the Project Site's sense of place through the use of appropriate landscaping, provide plantings that complement pedestrian movement, incorporate architectural elements of appropriate scale and character into building façades in order to enhance the pedestrian environment, create visual interest through façade articulation and distinctive architectural features, and utilize building signage and lighting that enhances pedestrian safety, facilitates access, provides appropriate visual cues, and complements the character of the Project Site. Additionally, the Proposed Project would meet all applicable design and engineering requirements, including those set forth by the City of Los Angeles Departments of Public Works, Building and Safety and Transportation, as well as the Americans with Disabilities Act (ADA). In addition, certain street closures are planned as Project Design Features for major events at the Event Center to eliminate vehicular conflicts and enhance pedestrian circulation (see Figure IV.B.3-4 of Section IV.B.3, Pedestrian Circulation and Bicycle and Pedestrian Safety, of this Draft EIR).

As such, the Proposed Project would be consistent with the City's Walkability Checklist, and potential impacts to urban design and walkability would be less than significant.

*(vii) Proposed Figueroa Corridor Streetscape Project*

As previously described, CRA/LA is currently planning the Figueroa Corridor Streetscape Project, which would extend from 7th Street to Martin Luther King Boulevard. While plans have not yet been drafted, the project "will study and eventually design a coordinated streetscape that will complement the existing buildings and businesses in the



area while promoting pedestrian and bike activity.”<sup>28</sup> Until a draft plan is available for public review, the consistency of the Proposed Project with the Proposed Figueroa Corridor Streetscape Project cannot be precisely determined. However, given the expected content of the plan and the nature of public input received to date in community workshops, the Proposed Project, including the proposed streetscape improvements, does not include any features that would conflict with the intent of the Proposed Figueroa Corridor Streetscape Project. As discussed earlier, the Proposed Project has been planned as a transit-oriented development with numerous features designed to encourage the use of alternative modes of transportation. The redesigned Gilbert Lindsay Plaza, in particular, would feature prominently along Figueroa Street. As previously described under Subsection 3.c (Project Design Features) above, Gilbert Lindsay Plaza would be redesigned as a multi-functional outdoor space featuring an area for casual public gathering that incorporates pedestrian amenities including seating and community-serving uses such as cafes and retail establishments, as well as a predominantly hardscaped area designed to function as an event-day meeting place that is integrated with the Event Center and STAPLES Center entrances and associated ticketing areas and is defined by a public art sculpture and water feature. In addition, the streetscape improvements would promote attractive, functional, and safe streets and bike paths as well as pedestrian-friendly sidewalks that connect to and complement the Downtown area. More specifically, the Proposed Project would establish a hierarchy of public spaces, including streets and intersections, that connect the plazas and pedestrian paths proposed on-site, building on the existing streetscape improvements and associated standards in place for the adjacent LASED area, which includes approved streetscape standards for Figueroa Street between 8th Street and the I-10 Santa Monica Freeway. Therefore, the Proposed Project would be consistent with and would not be in substantial conflict with the Proposed Figueroa Corridor Streetscape Project, and impacts would be expected to be less than significant.

*(viii) Citywide Design Guidelines*

The Citywide Design Guidelines (Guidelines) are intended as performance goals and not zoning regulations or development standards. Although each of the Guidelines should be considered in a proposed project, not all of them will be appropriate in every case, as each project will require a unique approach and “flexibility is necessary and encouraged to achieve excellent design” (page 5). The Proposed Project is concluded to be consistent with the six objectives of the Citywide Design Guidelines, as discussed below.

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<sup>28</sup> Community Redevelopment Agency of Los Angeles, <http://myfigueroa.com>, accessed September 8, 2011.

**Objective 1: Consider Neighborhood Context and Linkages in Building and Site Design.**

Figure IV.C-17 in Section IV.C, Aesthetics and Views, of this Draft EIR depicts a simulated aerial view of the Proposed Project in the context of the Project Site and surrounding uses. With respect to entrances, which are addressed under Objective 1 of the Guidelines, the Proposed Project would be consistent with the guideline to provide a “logical sequence of entry and arrival as part of the site’s design.” Proposed Project entrances would be well-marked and articulated with a pedestrian scale, and would be compatible with the architectural style and integrity of the buildings. While no building setbacks would be required as part of the Proposed Project, as shown in the site plan provided in Figure II-5 on in Section II, Project Description, the creation of defined entry areas along with the wide and varying sidewalks would serve to demarcate building entrances and the adjacent plazas and create visual interest along the adjoining streets.

One of the goals of the Proposed Project is to create an urban environment designed to a human scale that facilitates activity on the adjacent streets, encourages pedestrian travel, promotes the walkability of and around the Project Site, and creates strong pedestrian connections to the surrounding area, particularly nearby transit stops and stations. Project improvements would create and enhance connectivity with existing uses within the Project Site, including STAPLES Center and the South Hall, as well as uses within L.A. LIVE, Event Center Plaza, the New Hall entry plaza, and Gilbert Lindsay Plaza. Pedestrian pathways would be provided to connect the various plazas throughout the Project Site and would include clear lines of sight, appropriate lighting and visual focal points.

Pedestrian access would be provided on the east, north, and west of the Event Center. The existing pedestrian entrance to the West Hall would remain, and would provide access to the New Hall, as well as become a principal entry to the east side of the Event Center. Additional entrances to the New Hall would be located off the north side of Pico Boulevard between Figueroa Street and L.A. Live Way, and on L.A. Live Way just north of Pico Boulevard. Furthermore, the West Hall entrance would continue to provide a key connection to Gilbert Lindsay Plaza. On the west side of the Event Center, there would be a pedestrian bridge over L.A. Live Way to connect directly with the L.A. Live Way Garage. There would also be a pedestrian bridge south of the intersection of L.A. Live Way and Pico Boulevard to access the Bond Street Garage. Also, refer to the discussion below under Objectives 3 and 5 regarding pedestrian linkages.

**Objective 2: Employ High Quality Architecture to Define the Character of Commercial Districts**

Although the nature and uniqueness of the proposed use of the Event Center necessitates a large-scale, continuous structure with minimum size requirements, the proposed Event Center would feature varied rooflines, variations in façade treatment and building materials, and building step-backs and/or overhangs to reduce building massing and to avoid blank street walls. The Event Center building façades, which would include glazed curtain walls, metal wall panels, and concrete and steel support piers, would incorporate high-quality materials exhibiting variation in style, architectural detail and texture that would generate visual interest, create a unique building identity, and provide three-dimensional elements. Entrances would be well-marked and articulated with a pedestrian scale, compatible with the building's architectural style and integrity.

The New Hall structure would include simple paneled façades similar to portions of the existing South Hall and Concourse Building, thus featuring an architectural style compatible with that which already exists on-site. The L.A. Live Way and Bond Street Garages would consist of eight and seven above-grade parking levels, respectively, each with a pedestrian bridge connecting to the Event Center and the New Hall, respectively.

The Proposed Project would increase the height, density and mass of on-site structures as compared to existing conditions, but would incorporate architectural design features such as pedestrian-scaled entrances and variations in building planes to reduce the effect of massing, provide pedestrian scale and introduce new and enhanced outdoor plazas networked by pedestrian pathways and improved streetscapes.

### Objective 3: Augment the Streetscape Environment with Pedestrian Amenities

A variety of pedestrian-oriented improvements such as appropriately scaled entrances, pedestrian-oriented lighting, pedestrian wayfinding signage, enhanced sidewalks and crosswalks, and pedestrian amenities (e.g., street furniture) would be introduced to create a human scale throughout the Project Site. The widening of existing sidewalks is proposed as design features of the Proposed Project to further facilitate pedestrian safety in the immediate area of the Event Center. Specifically, the east side sidewalk of L.A. Live Way between Pico Boulevard and Chick Hearn Court would be widened from 10 feet to 15 feet; the south sidewalk of Chick Hearn Court between L.A. Live Way and Georgia Street would be widened from 10 feet to 20 feet; and the north sidewalk of Pico Boulevard between Figueroa Street and L.A. Live Way would be widened from 10 feet to 20 feet. These sidewalk widenings would all provide for an enhanced pedestrian sidewalk environment and improved pedestrian safety conditions, and would be achieved by reducing the widths of the streets while retaining existing traffic lanes.

The Pico Passage would be designed to provide an arrival space and pathway for pedestrians along Pico Boulevard. An approximately 50,000-square-foot entry plaza would

be located at the northeast corner of Pico Boulevard and L.A. Live Way adjacent to the New Hall main entrance and would be used as a gathering space and for pedestrian circulation. Pico Passage is also planned to have lighting and potentially other visual and audio design elements to enhance the pedestrian and public experience.

On the west side of the Event Center there would be two pedestrian bridges from the Event Center to the parking garages: one over L.A. Live Way to connect the Event Center to the L.A. Live Way Garage and one south of the intersection of L.A. Live Way and Pico Boulevard to access the Bond Street Garage. At-grade pedestrian crossings of L.A. Live Way would be focused to the 12th Street intersection, mid-way between Pico Boulevard and Chick Hearn Court, where traffic flows on L.A. Live Way would be lowest. The enhancement of the pedestrian circulation spaces along L.A. Live Way would create a functional, pedestrian-friendly urban space allowing convenient and safe pedestrian movement between the Event Center, New Hall, STAPLES Center, Nokia Theatre and the parking facilities to the west.

#### Objective 4: Minimize the Appearance of Driveways and Parking Areas

The Proposed Project would be consistent with Objective 4, as parking will not be placed along the frontage of the project and will not dominate the streetscape. The two proposed parking structures (L.A. Live Way and Bond Street Garages) would be appropriately situated adjacent to the SR-110 and integrated with the on-site buildings through the use of pedestrian bridges and well-marked at-grade crossings across L.A. Live Way. Curb cuts for driveways would be minimized. Consistent with the Project's architectural design, the east façade of the L.A. Live Way Garage may include an exterior pedestrian vertical circulation element (e.g., escalator/staircase).

Parking and loading uses on ground floor levels would be obscured from view from the adjacent streets, and vehicular drop-off areas would be located so as to minimize obstruction to pedestrian activity. As shown in Photo 8b in Figure IV.C-9 on page IV.C-20, Section IV.C, Aesthetics/Visual Resources, of this Draft EIR, the proposed L.A. Live Way and Bond Street Garages would be visually prominent to passersby traveling the freeway adjacent to the Project Site. Exterior screening (e.g., metal mesh or other screen devices) would be placed on the parking garage façades, some of which would also serve to enhance views of specific building elements. As also shown in Photo 8b, existing landscaping adjacent to the freeway would serve to partially screen the proposed garages. The existing and expanded South Hall loading dock area would continue to be visible from the adjacent freeway interchange, but all other loading areas on-site would be enclosed or underground.

### Objective 5: Include Open Space to Create Opportunities for Public Gathering

The proposed streetscape improvements establish a hierarchy of public spaces, including streets and intersections, that would connect the proposed on-site plazas and pedestrian paths to each other as well as to off-site locations. The proposed streetscape improvements would build on the existing streetscape improvements and associated standards in place for the adjacent LASED area and in the City's Downtown Design Guide, which includes approved streetscape standards for Figueroa Street between 8th Street and the I-10. Streetscape features such as decorative paving materials, new crosswalks, light fixtures and street furniture would be introduced. In addition, street trees would be planted similar to those established in the previously approved LASED Specific Plan and consistent with those that already occur along portions of Figueroa Street and Chick Hearn Court adjacent to the Project Site. Implementation of the proposed streetscape improvements would thus visually integrate the Convention Center, Event Center, and STAPLES Center with L.A. LIVE and the surrounding area, promote the walkability of and around the Project Site and encourage pedestrian activity.

The Proposed Project includes a series of public plazas to provide places for public gathering and passive recreation, networked by safe, pedestrian-friendly pathways and streetscapes designed to serve the varied users of the Project Site and the associated uses. The major open space components, which would represent new and existing visual resources, would include four designated public spaces: Gilbert Lindsey Plaza; Pico Passage; L.A. Live Way, and the Event Center Plaza.

Gilbert Lindsay Plaza would be redesigned to function as a major public gathering space within the Project Site, with a balance of hardscaped area and softscape open space to address the year-round needs of the on-site uses. The plaza would include benches and other amenities. A predominantly hardscaped area would be provided and could include an important physical focal point to create a clear wayfinding navigation point for the Project Site. Another portion of Gilbert Lindsay Plaza would be transformed into a community green space with turf and plantings, which would serve the Convention Center, Event Center and STAPLES Center on event days and function as a green space for the greater surrounding community on non-event days.

### Objective 6: Improve the Streetscape by Reducing Visual Clutter

Objective 6 includes guidelines related to Building Signage Placement and Materials, and Lighting and Security. Signage guidelines set forth under this objective include placing signage at a height and of a size that is visible to pedestrians and facilitates access to the building entrance and that is appropriate in scale and material to the building façade and architecture. Examples include the provision of maps and signs in public spaces showing connections, destinations, and locations of public facilities, such as nearby

transit stops. Signage guidelines set forth under this objective also include limiting the total number of colors used in any one sign and illuminating signs only to the minimum level required for nighttime readability. Lighting and Security guidelines set forth under this objective state the use of ornamental lighting to highlight pedestrian paths and entrances and to use adequate, uniform, and glare-free lighting, such as dark-sky compliant fixtures, to avoid uneven light distribution, harsh shadows, and light spillage onto adjacent properties.

The Proposed Project area's current identity is now one of a sports- and entertainment-oriented urban destination that is defined by its entertainment, sports and Convention Center venues and, in part, by the L.A. LIVE signage program. The goal of establishing a unique visual identity for the Project Site would be achieved in part through dynamic signage. The Proposed Project would feature signage as a central element, serving to both activate the public realm and support the on-site facilities economically. The signage program would also be designed to build upon existing signage at L.A. LIVE, thus visually integrating the Project Site with L.A. LIVE and creating a cohesive destination within Downtown Los Angeles. By design, Project signage would be consistent with the character of a sports and entertainment district (i.e., a bright and active environment with substantial pedestrian activity including nighttime activity), such as that which already exists on-site and within the surrounding area, and would further promote the Project area's evolving sense of place.

The proposed Signage Regulations would place limitations on the types, amounts, locations, sizes, operating hours and illumination of permitted signs. The proposed Signage Regulations would take into account issues such as potential traffic hazards, interference with street views and views of scenic vistas, and the visual character of major commercial corridors and properties throughout the Project area. The new Event Center signage would not be out of character with the large-scale signage that currently exists along the north side of Chick Hearn Court at L.A. LIVE. Smaller-scale directional, pedestrian and vehicular signage would also be placed throughout the Project Site as necessary to facilitate access and safety.

As also discussed further in Section IV.D.2, Artificial Light and Glare, of this Draft EIR, a number of Project Design Features would be implemented to reduce light spillover from the proposed structures, such as specification constraints for luminaires and illuminated signage as well as exterior screening (e.g., metal mesh or other screen devices) on parking garage façades, some of which would also serve to enhance views of specific building elements. Exterior lighting would be used to illuminate the buildings, plazas, landscaping, roadways, pedestrian and bicycle pathways, and signage within the Project Site, which would also provide for public safety and security. In support of the Event Center, klieg/xenon lights (spotlights) would be used from time to time, similar to that

within L.A. LIVE, and pyrotechnics shows may be provided during certain events. The lighting plan would be coordinated with ongoing City improvements along the Figueroa Corridor and would be consistent with the Los Angeles Green Building Code and the California Energy Code. In summary, the Proposed Project would be generally consistent with the guidelines of Objective 6, while keeping the current identity of the Project area as a sports and entertainment-oriented urban destination.

*(ix) LASED Specific Plan*

The Proposed Project includes a request to amend the LASED Specific Plan to remove the land use restriction with regard to the Convention Center Expansion Parcel (Development Site 1a in the LASED's Specific Plan Olympic West Subarea) upon completion of the New Hall. The purpose of the restriction was to establish a specific and limited time frame that the site would be reserved for potential Convention Center expansion purposes. The proposed New Hall obviates the need for, and achieves the objective expressed in, the use restriction. The proposed amendment when combined with the Proposed Project solely provides an alternate means whereby the original intent of the land use restriction is achieved. As a result, no land use impacts would occur as a result of implementing the proposed LASED Specific Plan amendment. Further, the impacts of the use of the Convention Center Expansion Parcel for other uses permitted under the LASED Specific Plan was fully analyzed in the LASED EIR, and thus changing the timing for when those uses can occur on the parcel does not affect any of the analyses set forth in the LASED EIR.

*(c) City of Los Angeles Municipal Code*

The Convention Center and parking facilities portion of the Project Site is zoned PF-4D-O (Public Facilities) as is STAPLES Center, with the exception of the two most northerly parcels fronting Figueroa Street, which are zoned C2-4D-O (Commercial). The City of Los Angeles Planning and Zoning Code (Chapter 1 of the LAMC) sets forth regulations and standards regarding the allowable type, density, height, and design of new development projects. The PF Zone is intended to regulate the use and development of publicly owned land and permits Convention Center uses, while arenas and stadia are conditionally permitted in the PF and C2 zones (the existing STAPLES Center is located in the PF zone and the C2 zone). Discretionary approvals sought as part of the Proposed Project include a Zone Change for the entire Project Site from PF and C2 to CEC (Convention and Event Center Specific Plan Zone). The CEC Zone would be defined as permitting the following uses, among others: convention uses, stadium and sports-related uses and events, civic events and concerts, ticket booths and retail kiosks, retail sales, outdoor eating areas and outdoor vendor carts, restaurants and cafes, bars, sports bars and nightclubs, the sale of alcoholic beverages for on- and off-site consumption, retail uses, ancillary office space, farmers markets, media and telecommunications facilities,

fireworks displays, klieg lights and laser beams, and other uses that are customary and usual in connection with the operation of sports, entertainment and convention facilities, including ancillary office and medical office uses. Each of these proposed uses is taken into consideration in the analysis of environmental impacts of the Proposed Project in the relevant environmental impact sections set forth throughout this Draft EIR (e.g., Section IV.D.1, Natural Light (Shading); Section IV.D.2, Artificial Light and Glare; Section IV.E, Noise; etc.).

The proposed Convention Center portion of the Proposed Project would be allowed in the existing PF zone with a conditional use permit, similar to that currently held for the existing Convention Center. The proposed Event Center would also be permitted in the PF zone but would require a CUP, similar to that currently held for STAPLES Center. Based on the designation of Height District 4 and the “D” (or “Development”) restriction, the allowable floor area ratio (FAR) at the Convention Center is 6:1. A variance would also be required for parking, consistent with the existing parking variance for the Convention Center. The Proposed Project would have an FAR of 1.79:1 and thus would be consistent with the FAR limitations of the Project Site. There are no height limits on structures built as part of the Convention Center complex, and no building setbacks from the adjoining public street are required throughout the Project Site. Thus, the Proposed Project would be consistent with the existing zoning on the Project Site with issuance of a CUP for the proposed Event Center and the New Hall, and an amendment to the existing zoning variance for parking, the need for each of which is superseded with the adoption of the Proposed Specific Plan.

The proposed operation of the Convention Center, the new Event Center, and the existing STAPLES Center would be consistent with the CEC Zone, and the existing CUPs for the Convention Center and STAPLES Center would be no longer needed and would be eliminated upon adoption of the Proposed Specific Plan. The Proposed Specific Plan and its associated subareas will be the organizing tool for development standards for the CEC Zone, including provisions related to building height, setbacks and parking. Specifically, the zoning requirements would be established by the Proposed Specific Plan. Furthermore, upon approval of the proposed General and Community Plan Amendment previously discussed, the new CEC Zone would be consistent with the Project Site’s PF land use designation.

Under the Community Plan, the FAR for the portion of the Project Site located north of Pico Boulevard is 6:1, whereas the area south of Pico Boulevard has an allowable FAR of 3:1. Based on these FARs, the total development potential of the Project Site, excluding the parcels associated with STAPLES Center and the additional site area created by the Proposed Project’s street vacations, is 13,110,795 square feet. Of this total, the Convention Center has been assigned a Floor Area set aside of 5,200,000 square feet. As



of this date, a total of 3,491,498 square feet of Floor Area has been transferred from the Convention Center site to five other developments. Based on this information, a minimum of 4,419,297 square feet of Floor Area would be available for transfer to other receiver sites following Project implementation subject to the provisions of the LAMC.

## (2) Land Use Compatibility

The Project Site, which encompasses the site of the existing Convention Center and STAPLES Center, is located in a highly developed area of Downtown that is characterized by a mix of convention, sports, and entertainment, hotel, office, residential and parking uses within a predominantly medium to high-rise setting. As previously described, the Project Site is bordered to the north by L.A. LIVE, an entertainment, hotel and residential complex. Additional development is planned as part of L.A. LIVE immediately east of the Project Site across Figueroa Street. The SR-110 Harbor Freeway to the west and Venice Boulevard and the I-10 Santa Monica Freeway to the south provide a separation of land uses between the Project area and lower density, mixed use communities to the west and south.

The Proposed Project would develop a mix of convention, sports, entertainment and office uses that would be consistent with, and would build upon, the existing uses on the Project Site and in the adjacent L.A. LIVE development to the north. The Proposed Project would not introduce new types of uses that do not already occur within the Project Site. While the Event Center would be larger, Spectator Events are regularly held in STAPLES Center. The proposed uses would reinforce Downtown and the immediate Project area, in particular, as an international destination for tourists by offering another, and larger, venue for sporting events and entertainment, and to generate tourism by the additional attendees at the Convention Center, as well as serving the general population with convenient access from throughout the Los Angeles region via transit as well as freeways. Thus the proposed uses would be compatible with existing on-site uses and uses in the immediate vicinity.

The Proposed Project would increase the height, density and mass of on-site structures as compared to existing conditions, but would also introduce new and enhanced outdoor plazas networked by pedestrian pathways and improved streetscapes, thus enhancing the quality of the public realm and creating an active, pedestrian-friendly environment. Moreover, such increases in building height, density and mass would be consistent and compatible with existing and planned development in the area, including dense entertainment and high-rise uses at the adjacent L.A. LIVE and numerous mid-rise hotel and residential lofts to the east.

As previously described, various Project elements would be introduced to enhance connectivity with existing uses within the Project Site and at L.A. LIVE, as well as with

nearby transit stations. Similarly, the Proposed Project features designed to improve streetscapes and walkways would foster a more cohesive and walkable community within the southern portion of Downtown. These elements would further enhance the Project's compatibility with existing land uses in the Project area.

Any new restaurant and retail uses (e.g., a team store) to be included within the Event Center would be secondary to and supportive of scheduled events, and therefore, only open during such events. Such uses would primarily serve event attendees and would not be expected to compete substantially with more traditional restaurant and retail uses in the area, nor would such uses be incompatible with existing surrounding uses.

The sale of alcohol for on-site consumption during events at the Event Center also would not be out of character with existing uses both on- and off-site. Such sales would be incidental to the scheduled events and would serve only event attendees. There is also a potential for off-site alcohol sales limited to on-site events including, but not limited to wine expos and farmers markets. In response to this potential, the Proposed Specific Plan would include regulations governing on- and off-site alcohol service to reduce potential adverse impacts.

With respect to vehicular circulation and parking, access to the Project Site would continue to be available from the existing street system. Designed as a transit-oriented development, the Proposed Project would have limited on-site parking to encourage the use of alternative modes of transportation, and signage would be provided within the Project area, particularly at nearby freeway exits, to direct visitors and event attendees to parking facilities both on-site and throughout the surrounding area to prevent an overconcentration of vehicular traffic near the Project Site. As previously discussed, the Proposed Project would include parking and roadway improvements, as both Project Design Features and Mitigation Measures, as well as a Transportation Management Plan that would help to improve traffic flows throughout the immediate vicinity. Mitigation Measure IV.B.1-9 in Section IV.B.1, Transportation, of this Draft EIR, provides for a Neighborhood Traffic and Parking Management Plan to minimize vehicular intrusion into nearby residential areas, including Pico-Union. Further, Mitigation Measure IV.B.1-30 includes a requirement for the Construction Worker Parking Management Plan which would provide sufficient parking specifically to prevent construction workers utilizing on-street parking in the Pico-Union area. Moreover, in the proposed Transportation Management Plan discussed in Section IV.B.1, Transportation, of this Draft EIR, and set forth in Mitigation Measure IV.B.1-29, the Event Center Applicant would promote a variety of travel choices, including use of transit, in order to meet the "Best in the NFL" requirements of SB 292.

The proposed entertainment uses and modernized convention center uses would be a similar type of land use as currently exists on the Project Site with STAPLES Center and the existing Convention Center, although these land uses would be intensified. The Proposed Project's land uses would be compatible with the entertainment-related L.A. LIVE uses to the north of the Project Site, including the 54-story tower that houses the Marriott Hotel, Ritz Hotel, and Ritz-Carlton Residences.

The Proposed Project would also be largely compatible with land uses to the east of the Project Site, where the land uses along Figueroa Street are primarily characterized by surface parking lots and auto-related uses between Chick Hearn Court and Venice Boulevard, with the exception of the City Lights on Fig multi-family housing development at the corner of Pico Boulevard and Figueroa Street. Venice Boulevard forms a portion of the Project Site's southern boundary and is characterized by auto-related uses, with two multi-family residential buildings located inside the northern loop of the I-110/SR-110 and I-10 Freeway interchange. To the west, the SR-110 Freeway and its associated landscape berm serve as the Project Site's western boundary and provides a physical separation between the Project Site and the Pico-Union area located west of the SR-110 Freeway. Although, as stated above, the proposed Event Center would result in an intensification of the existing entertainment-related land uses on and adjacent to the Project Site, these uses are nonetheless generally considered compatible and consistent with an urban infill project located in a densely developed urban area of downtown Los Angeles and no single-family residences are in the immediate vicinity of the Project Site.

In summary, all of the proposed uses would be similar to and compatible with the existing uses that currently occur on the Project Site and in the surrounding area. The Proposed Project would not introduce new land uses that do not presently exist in the area, and the existing relationships between on- and off-site land uses would generally be maintained. In addition, the Proposed Project development would largely reflect existing on-site development patterns in regards to uses, heights and density, and would be consistent with the land use priorities of the Central City Community Plan for the Project Site and area. Additionally, the Proposed Project represents infill development on land owned by the City that is designated for public facilities such as those proposed. Given these Proposed Project characteristics, the location of the Project Site, and the nature of the nearby surrounding uses including the adjacent freeways, no existing neighborhood or community would be physically disrupted, divided, or isolated. Therefore, impacts with respect to the compatibility of the proposed land uses with surrounding uses would be less than significant. The Proposed Project, based on the analysis provided above, would not disrupt, divide, or isolate any existing neighborhoods or communities. As such, the Proposed Project's impacts related to land use compatibility would be less than significant. Potential secondary impacts of the Proposed Project on the Pico-Union area, specifically

on housing and existing retail uses, are discussed in Section VI, Other CEQA Considerations, of this Draft EIR.

### (3) Urban Decay: Dis-Investment in Competitive Facilities

An analysis of the potential for the Proposed Project to result in urban decay was prepared by MR&E<sup>29</sup> and is included as Appendix H of this Draft EIR. As discussed above, Urban Decay is defined as physical deterioration that is so prevalent and substantial it impairs the proper utilization of affected real estate or the health, safety, and welfare of the surrounding community. Physical deterioration includes, but is not limited to, abnormally high vacancies, abandoned buildings, and social dislocation resulting from decreased use of competing sites. The urban decay analysis provided in Appendix H of this Draft EIR and summarized herein, specifically focuses on whether the Spectator Events and public assemblies provided by the Proposed Project have the potential to result in the closure of, or, dis-investment in, competing facilities which may, in turn, result in conditions that lead to urban decay. Provided below is an identification of the potential competing spectator event and public assembly locations within the market, a discussion of any existing investments being made at these locations and a discussion of the potential for displacement to occur as a result of introduction of the Proposed Project to the market. For a discussion of the potential secondary impacts of the Proposed Project on the Pico-Union area, specifically on housing values and existing retail uses, refer to Section VI, Other CEQA Considerations, of this EIR.

#### *(a) Spectator Events*

The scale of the Proposed Project would place it in the market for events ranging from approximately 25,000 to 72,000 spectators. The upper range of 72,000 is far larger than what can be accommodated by any of the existing indoor arenas in Los Angeles County. As a result, the facilities that could potentially face a displacement of their existing activity would be limited to large scale stadium facilities. The key competitive facilities that could potentially be affected by the Proposed Project include the Los Angeles County Memorial Coliseum and Pasadena's Rose Bowl. Operated by the Coliseum Commission (a joint powers agency that includes the City of Los Angeles, Los Angeles County and the State of California), the Coliseum is a 93,000 seat stadium. In 2008, the Coliseum Commission entered into a master tenant relationship with USC that gives the University the ability to disapprove any other football use of the stadium.

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<sup>29</sup> *Pico-Union Market Impacts, AEG Special Event Center, prepared by MR+E, April 2012.*

Since 1982, the Rose Bowl has been the home stadium for UCLA football and has also been used as a venue for special events including the FIFA World Cup in 1994 and five NFL Super Bowls. The stadium has a capacity of just over 93,000 seats, which can vary due to differing configurations.

In addition to these two major outdoor stadiums, there are other facilities that, due to their seating capacity or configuration, are unlikely to see their utilization affected by the Proposed Project. The other local facilities that are not anticipated to be directly impacted by the Proposed Project include Dodger Stadium, which is a 56,000 seat capacity baseball only stadium with a limited capacity to accommodate non-baseball sporting events within the stadium structure itself, and the Home Depot Center in Carson that is operated by AEG and has a maximum capacity of 27,000. Concerts and religious services have been conducted at Dodger Stadium in the past on an irregular basis. The stadium is also the starting point for the annual LA Marathon and hosts the two-day Health and Fitness Expo during the LA Marathon. However, constructed in 1962, Dodger Stadium was not designed or intended to be a multi-purpose sports facility and this has limited its ability to be used as a venue for non-baseball sporting events. The stadium underwent major renovations in 2006, which included a replacement of the stadium's seats, repair and maintenance on the structure within the seating bowl area, and construction of club seats along the baseline seating area. These changes have reinforced the baseball orientation of the stadium. The Home Depot Center currently has two Major League Soccer (MLS) teams as tenants and has hosted special events and tournaments for a variety of amateur and professional sports such as rugby and lacrosse.

One important cause of urban decay is the lack of reinvestment in the fixed capital stock in existing facilities. One indicator of the relative strength of existing facilities in the market is their current levels of capital investments which serve as an indication of future decay. With regard to the Los Angeles Memorial Coliseum, beginning in 2008 the Los Angeles Memorial Coliseum began a series of improvements. In addition, the Coliseum Commission's long term leasing agreement with USC requires numerous investments in the facility. The Coliseum Commission has indicated that they do not have the capacity to make these investments directly and as a result the University is anticipated to trigger its option to undertake these improvements directly with construction anticipated to begin in 2012. With regard to the Rose Bowl, a \$152 million capital improvement program for the stadium began in early 2011. The financing plan includes lease extensions that call for UCLA as the football tenant at the Rose Bowl Stadium through 2042 and to serve as home to the Rose Bowl Game through at least 2043.

With regard to the potential for displacement, the only foreseeable areas of direct competition between the Proposed Project and existing facilities in the market are confined to international soccer events, and to a lesser degree, concerts and high school football. It

is primarily in these areas where existing events already occurring at Los Angeles area facilities could be anticipated to relocate to the Project Site. Based upon an analysis of the performance of stadiums in seven comparable communities, as discussed in the MR+E report in Appendix H of this Draft EIR, it is unlikely that the loss of business volumes related to such secondary users would be sufficient to undermine the basic financial security of these facilities over the long term. It is also important to recognize that NFL football is a critical component of both the operations pro forma and overall utilization of the proposed facility. This use is essentially foreclosed on a permanent long-term basis at both the Memorial Coliseum and the Rose Bowl due to existing lease agreements and operations policies. In terms of the Memorial Coliseum and Rose Bowl, it is possible that NFL football could occupy either stadium as an interim use.

*(b) Convention Center*

The approximately 867,000-square-foot Convention Center is the market's leading public assembly facility in the Los Angeles County area. The Convention Center has the capacity to host the largest city-wide events in the market and is the site of several significant trade and consumer shows each year. One of the explicit goals of the Proposed Project is to upgrade the Convention Center and increase its competitiveness with peer facilities outside of the market area. The Convention Center competes on a national level and the development program proposed by the Project is focused on events that, without the expansion and improvements to the center's facilities, would not occur in the Los Angeles region. Nonetheless, there is some likely overlap in the regional market between the Convention Center and other free standing public assembly facilities over 100,000 square feet in the Los Angeles area. These include the Long Beach Convention Center, the Los Angeles County Fair Association (Fairplex) in Pomona, and the Pasadena Center, all located within Los Angeles County.

The Long Beach Convention Center is the second largest public assembly facility in Los Angeles County, with a total size of just over 381,000 square feet. It includes a 13,000-seat arena as part of the complex and an adjacent 528-room hotel. This publicly owned center underwent a major upgrade and expansion in 1994. The 300,000-square-foot Fairplex, operated by the Los Angeles County Fair Association on behalf of the County of Los Angeles in the City of Pomona, hosts a wide variety of trade and consumer shows in addition to its annual fair, horse racing, and motor sports programming. The Pasadena Center includes the historic 3,000-seat Pasadena Civic Auditorium, 120,000 square feet of meeting and exhibition space, and the 300-room Pasadena Sheraton Hotel. In addition to these standalone public assembly facilities, there are several hotels in the Los Angeles market with significant meeting space. In general, they are used as adjunct space for city-wide conventions or as meeting space for smaller events. Typically, hotels do not directly compete with major convention facilities for trade and consumer shows.

As discussed in more detail in Appendix H of this Draft EIR, investments have also been recently made or are underway for the primary public assembly locations with which the Proposed Project has the potential to compete. Construction began in 2010 on a new Trade and Conference Center at the Fairplex with a total capital cost estimated at over \$30 million. In addition, in 2009, the Pasadena Center underwent a major renovation and expansion with a total capital cost of over \$150 million. In 2010, the first full year of operations, the expanded center hosted over 500 events and exceeded previous records for attendance occupancy and room night generation from events booked at the center.

With regard to the potential for displacement associated with public assemblies, the capacities of the Proposed Project do not fundamentally alter the market dynamics for public assembly events in Los Angeles County. The Convention Center is the largest public assembly facility in the Los Angeles County market and the proposed expansions and improvements associated with the Proposed Project are intended to reinforce the facility's position as the primary convention site in the Los Angeles market. As a result, the new facility is unlikely to be attractive to existing business at the smaller public assembly facilities elsewhere in the Los Angeles market either because of cost or the size of available space. At present, none of the existing facilities elsewhere in the market are in a position to compete on a national basis for large-scale citywide public assembly events. Each of these facilities is effective in accommodating its own particular segment of the meetings market, which at present has only limited overlap with the Convention Center's capacity.

### *(c) Summary of Findings*

Based on the characteristics of the spectator event and public assembly locations within the market, recent and ongoing investments in these facilities, and the lack of associated potential for the Proposed Project to result in displacement at these facilities, the Proposed Project would not result in the closure of, or, dis-investment in, competing facilities leading to their abandonment or decay. Specifically, the potentially affected facilities have been engaged in ongoing programs of investment and recapitalization of their assets. In addition, all of the potentially affected venues are owned by public agencies, with the exception of Dodger Stadium, which is owned by the Los Angeles Dodgers. This is significant in that the public institutions have a responsibility to maintain and preserve public capital assets. Each of the spectator venues also has a contract in place with one or more tenants. This has the effect of providing sources of utilization over the long term that will provide economic use of the facilities. In addition, as the Convention Center is the largest public assembly venue in the market, the improvements would not foreclose the opportunity for any of the existing facilities in the market from competing with the Convention Center in the classes of business where they presently compete. Finally, NFL football is not presently accommodated in the market. In addition, as discussed, above, some classes of spectator events may shift from existing facilities, but as a whole

the potential loss of this activity would not be in itself enough to lead to significant capital disinvestment. Thus, potential impacts associated with urban decay would be less than significant and no mitigation measures would be required.

#### (4) Conclusion

The Proposed Project is potentially consistent with the vast majority of the goals, objectives, policies, and guidelines of the identified regional and local plans. While there are very limited exceptions to this which may result in some level of inconsistency, the Proposed Project on an overall basis meets the general intent of the plans and would not preclude the attainment of the primary intent of any of the analyzed land use plans or policies. As such, the Proposed Project would result in less than significant impacts with regard to land use consistency with the applicable plans. Similarly, significant land use compatibility impacts would not occur as the Proposed Project would not substantially and adversely change the existing land use relationships between the Project Site and existing off-site uses or disrupt, divide, or isolate existing neighborhoods or communities. Overall, land use impacts would be less than significant.

## 4. Cumulative Impacts

The geographic context for the cumulative impact analysis for land use is the Central City Community Plan area, the adjacent Westlake Community Plan area, and the Pico-Union 1 and 2 redevelopment areas. Future growth through 2017 (the Proposed Project buildout analysis year) as a result of the identified related projects would have the potential to alter the existing land use environment due to infill development at increased densities, conversions of vacant land to new development and/or conversions of land uses (e.g., commercial to residential). However, future development projects would be subject to existing land use and zoning designations as well as environmental review by the City. Therefore, such future projects are not expected to fundamentally alter the existing land use relationships in the community. Rather, the concentration of the known development in the area would be expected to promote a more cohesive, compatible and active urban environment. Please refer to Section VIII, Growth-Inducing Impacts, of this Draft EIR for a discussion of the potential impacts of growth that may occur in the future as a result of locating the Proposed Project at the Project Site.

As indicated in Section III, Environmental Setting, of this Draft EIR, in consultation with the City of Los Angeles Departments of Transportation and City Planning, CRA/LA, and based on research from various other studies, reports, websites, and field observations, a total of 133 related projects have been identified within an approximately 2-mile radius of the Project Site (some of which are located outside of the geographic area defined for the cumulative land use analysis). The related projects consist of a variety of



land uses reflecting the diverse range of allowable land uses in the Proposed Project vicinity and throughout the Central City and Westlake Community Plan areas and the Pico-Union 1 and 2 redevelopment areas. They include entertainment, hotel, cultural, retail, restaurant, residential, office, school, public facility, and mixed-use projects, among others. The majority of the related projects would occur primarily as urban in-fill within the existing land use fabric of the area and would not typically alter overall or large-scale land use patterns.

There are three related projects located adjacent to the Project Site and several more within a few blocks' radius, which are in close enough proximity to the Project Site so as to contribute to cumulative land use impacts by potentially altering existing land use relationships in the immediate Project area. These include Related Project Nos. 27, 60, and 91, located across Figueroa Street; Related Project Nos. 2, 7, 28, 34, 64, and 65, located within an approximately two- to three-block radius of the Project Site; and Related Project Nos. 45 and 115, located within a few blocks to the west of the SR-110 Harbor Freeway. The balance of the related projects would not cause cumulative land use impacts due to either distance and/or existing intervening development.

Of the projects located adjacent to the Project Site, Related Project No. 27 consists of buildout of the remainder of the LASED District and would include development of hotel, theater, restaurant, retail, office and multi-family residential uses; Related Project No. 60 involves two high-rise condominium towers; and Related Project No. 91 includes condominiums, a spa, and restaurant uses. The other nearby development to the north and east consist primarily of mixed-use projects that include various combinations of hotel, office, retail and restaurant uses, condominiums and a community center. The nearby projects to the west include a gas station with a mini-market, office space and an assembly hall. Many of these related projects consist of infill development, and in general, would reinforce existing and emerging land use patterns in the area rather than introduce new land uses to the Project area. Therefore, the existing land use relationships within the area would not be expected to change, and existing neighborhoods or communities would not be disrupted, divided or isolated. Furthermore, those related projects that involve mid- to high-rise structures are located in or near the Financial Core and South Park, where similar development already exists. As such, cumulative impacts to land use due to these related projects would be less than significant. In addition, given that the Proposed Project would be compatible with surrounding land uses, the Proposed Project would not contribute to significant cumulative land use compatibility impacts.

As with the Proposed Project, future development projects would be reviewed by the City for consistency with relevant land use plans and regulations, including but not limited to the General Plan Framework, the Central City or other applicable Community Plan, the LAMC, and Redevelopment Plans (if located in a CRA/LA Redevelopment Project Area).

Therefore, as the Proposed Project would generally be consistent with applicable land use plans, policies, and regulations, the Proposed Project would not incrementally contribute to significant cumulative land use inconsistencies. Cumulative impacts would thus be less than significant.

## **5. Project Design Features and Mitigation Measures**

### **a. Project Design Features**

No project design features are proposed with regard to land use.

### **b. Mitigation Measures**

Mitigation measures are not required since significant impacts associated with land use consistency and compatibility would not occur.

## **6. Level of Significance After Mitigation**

Proposed Project impacts associated with land use consistency and compatibility would be less than significant.