

**ATTACHMENT A**  
**Request for Discretionary Approvals**  
**700 S. Flower Street, 700 W. 7<sup>th</sup> Street, 711 and 775 S. Hope Street**  
**Los Angeles, CA 90017**

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**I. REQUESTS**

NREA-TRC 700, LLC, (the “Applicant”) respectfully requests approval of the following discretionary actions:

1. Pursuant to Los Angeles Municipal Code (LAMC) **Section 14.5.6 A**, a Transfer of Floor Area Rights (TFAR) greater than 50,000 square feet of floor area for the transfer of up to 470,674 square feet of floor area from the Los Angeles Convention Center (Donor Site), located at 1201 South Figueroa Street, to be added to the Project Site (Receiver Site) with an existing floor area of 1,424,314 square feet, thereby permitting a total maximum of 1,894,988 square feet, or 10.15:1 FAR in lieu of the otherwise permitted existing nonconforming 7.63:1 FAR and the maximum 6:1 FAR permitted by the C2-4D Zone. The Applicant requests that the Conditions of Approval provide for a corresponding reduction in the required Public Benefit Payment and the TFAR Transfer Payment if the ultimate project floor area square footage is less than requested.
2. Pursuant to **LAMC Section 16.05** approval of Site Plan Review for a project that adds more than 50 dwelling units.
3. Pursuant to **LAMC Sections 17.03 and 17.15**, approval of Vesting Tentative Tract Map (Tract No. VTT-83482-CN-HCA) including the following:
  - a. Resubdivision and condominium purposes.
  - b. Creation of two (2) new airspace lots containing up to 466 residential condominium units.
  - c. Haul Route with the export of 18,239 cubic yards.
4. Certification of the Final Environmental Impact Report (“EIR”) for the Project.
5. Pursuant to **LAMC Sections 12.32-S and 13.11**, establishment of a Sign Supplemental Use District, pursuant to existing Case No. CPC-2018-6388-SN, filed on October 31, 2018. The Applicant requests the establishment of The Bloc Supplemental Use District, a “SN” Sign District for the block bounded by Flower Street on the west, 8<sup>th</sup> Street on the south, Hope Street on the east, and 7<sup>th</sup> Street on the north.

NOTE: Pursuant to various LAMC Sections, the Applicant will request approvals and permits from the Department of Building & Safety (and other municipal agencies) for Project construction activities which could include (but are not limited to) the following: excavation, grading, shoring, foundation, removal of any existing trees, haul route, and building and tenant improvements.

## **II. PROJECT SITE**

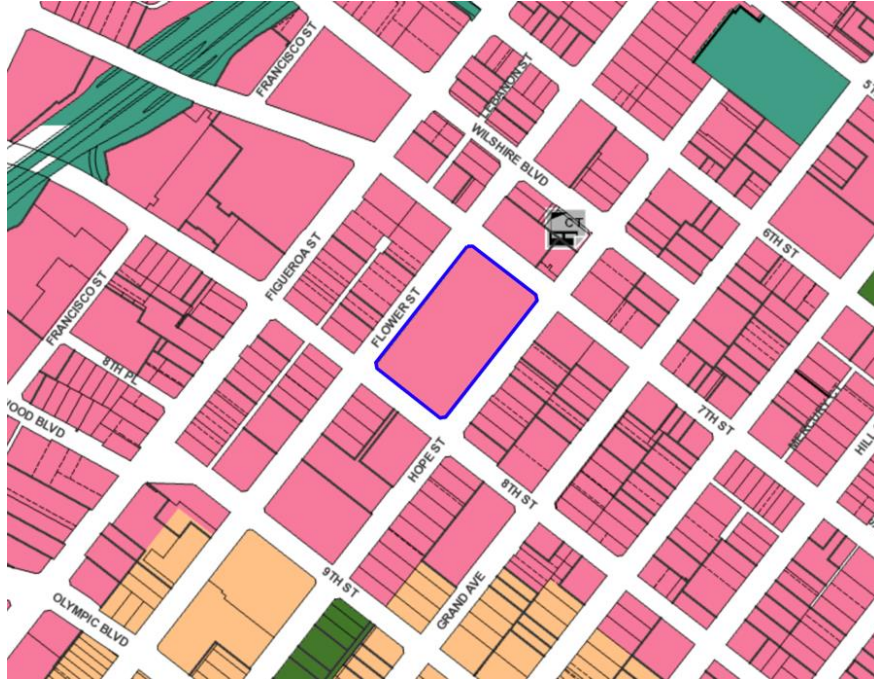
The Project Site consists of an entire city block bounded by 7th Street on the north, 8th Street on the south, Flower Street on the west, and Hope Street on the east. The Project Site addresses include 700 S. Flower Street, 700 W. 7<sup>th</sup> Street, 711 S. Hope Street, and 775 S. Hope Street in the City of Los Angeles (APNs 5144-010-401, -405, -408, -421, -422, -423, and -425). The Project Site consists of one ground lot with a total lot area of approximately 186,674 square feet (4.285 acres).

The Project Site is zoned C2-4D, is located in the Central City Community Plan area, and has a General Plan land use designation of Regional Center Commercial. The number “4” in the Project Site’s zone designation of C2-4D denotes Height District 4 which allows a maximum FAR of 13 to 1. The “D” denotes the D Limitation, enacted under Ordinance 164,307 (Subarea 1915) effective January 30, 1989, which limits FAR to a maximum of 6 to 1 with some exceptions including the Transfer of Floor Area Rights (TFAR). The Los Angeles Department of City Planning is currently in the process of updating the Central City Community Plan under the initiative known as the DTLA 2040 plan. The Los Angeles City Council (City Council) at its meeting on May 3, 2023, voted unanimously to approve the Downtown Community Plan and the New Zoning Code. Following City Council approval of the Plan and new Zoning Code, the implementing ordinances will be reviewed and finalized by the City Attorney, to ensure clarity of regulations and consistency with state law. After the Form and Legality process is complete, the Plan and new Zoning Code will be considered by the City Council. Once the DTLA 2040 ordinances are approved by the City Council and signed by the Mayor, the New Zoning Code regulations will become effective. The DTLA 2040 plan has assigned the Project Site with the “Transit Core” General Plan land use designation. The proposed maximum FAR within the Transit Core ranges from 10 to 1 to 13 to 1.

The Project Site is located within the Downtown Design Guide Project Area, the Freeway Adjacent Advisory Notice for Sensitive Uses, the Greater Downtown Housing Incentive Area, and the MTA Project Area. It is also located within the Los Angeles State Enterprise Zone and within the jurisdiction of the Downtown Los Angeles Neighborhood Council and Council District 14 (“CD 14”), which is represented by Councilmember Kevin de Leon. The Project Site is not located within a Redevelopment Area.

### **Figure 1. ZIMAS Map with Project Site Outlined in Blue**

**[See next page]**



The Project Site is developed with an existing commercial and hotel development that completed construction in 1973, originally called Broadway Plaza, consisting of a 26-story hotel tower, a 33-story office tower, a 9-story parking/retail podium structure comprised of four levels of commercial/retail floor area (including a theater use) and five levels of enclosed above-grade parking, two subterranean levels and rooftop parking, and a two-level shopping mall (“Existing Development”). There is an approximate 11-foot grade change from the high point of the Project Site at 7<sup>th</sup> and Flower and the low point near 8<sup>th</sup> and Hope Streets.

In 2014, the Project Site began renovation and was rebranded as “The Bloc”, making the development more pedestrian friendly. Prior to renovation, the two-level shopping mall included a covered atrium space. The renovations removed the exterior atrium roof structure that enclosed the mall, opening the below-grade courtyard to the sky and street outside (See image below). Facades along 7<sup>th</sup> Street and Flower Street received windows and entry doorways to provide a visual and physical connection to the sidewalks which has activated and enhanced the pedestrian realm. Aesthetic and operational improvements were made to all existing structures. The Bloc is now home to a wide array of vibrant tenants to attract people who live, work, and play in Downtown Los Angeles. The Project proposes to retain the Existing Development with changes limited to the podium building, as described in the Project Description.

The existing uses within The Bloc total approximately 1,424,314 square feet of floor area, and are comprised of 656,423 square feet of office space, 28,599 square feet of medical office space, 269,622 square feet of retail uses, 23,180 square feet of restaurant/bar areas, 30,363 square feet of fitness uses, a 28,770-square-foot theater that includes 569 fixed seats, and a 387,357-square-

foot hotel that includes 496 rooms and 25,282 square feet of meeting/banquet spaces.<sup>1</sup> The Project Site also includes approximately 1,971 vehicular parking spaces.

**Figure 2. The Bloc Development - Existing Retail Plaza from 7<sup>th</sup> Street**



Source: *theblocla.com*, 2020

The Bloc has a variety of retail stores ranging from apparel to party supply. The variety and types of retail uses provide an inclusive shopping experience for everyone. Notable retail tenants include Macy's department store, Nordstrom Local, Uniqlo, LA Fitness, USPS, and Alamo Drafthouse Cinema, which includes 12 screens and 569 seats. Food and beverage options include Joey DTLA, Marugame Udon, and Starbucks. The renovated Sheraton Grand Hotel Los Angeles includes 496 hotel guest rooms.

The Project Site includes a pedestrian portal to the 7<sup>th</sup> Street/Metro Center rail station, the first portal in Downtown LA that exits directly into a private business establishment. This station serves as the major hub of the region's light and heavy rail network, including direct access to the following four Metro lines: Expo Line, Blue Line, Red Line, and Purple Line. The Project Site is located within a Transit Priority Area and is therefore exempt from analysis of Aesthetics and Parking impacts for purposes of the California Environmental Quality Act (CEQA).

<sup>1</sup> The foregoing description lists the square footage of all uses. Note that Sheet A005B of the architectural plans denote The Bloc's (E) Retail use as inclusive of retail, restaurant/bar, gym/fitness and medical office uses, totaling 351,764 square feet.

### **III. SURROUNDING ZONES AND USES**

North: The property to the north across 7th Street is zoned C2-4D, with a Regional Center Commercial Land Use Designation. It is improved with the mid-rise Roosevelt Lofts and 655 Hope Condos adaptive reuse buildings. These multi-story, mixed-use building contain ground floor commercial uses that include various dining establishments.

East: The Property east of the Project Site is zoned C2-4D, with a Regional Center Commercial Land Use Designation, and is improved with mid-rise commercial and retail building, a small religious structure, and parking facilities. The site is proposed to be redeveloped with a 50-story mixed-use development with 580 residential dwelling units and ground level commercial uses, per Case No. CPC-2017-505-TDR-ZV-SPPA-DD-SPR.

South: The Property south of the Project Site is zoned C2-4D, with a Regional Center Commercial Land Use Designation, and is improved with two multi-story mixed-use buildings with ground floor commercial uses (8<sup>th</sup>+Hope Apartments and the Gas Company Lofts).

West: The property west of the Project Site is zoned C2-4D, with a Regional Center Commercial Land Use Designation, and is improved with two multi-story parking garages, a surface parking lot, and a multi-story office building with ground floor commercial uses that include dining establishments. This site is currently under construction with a new 41-story mixed use tower (Mitsui Project), per Case No. Case No. CPC-2016-1950-TDR-SPR-1A.

### **IV. PROJECT DESCRIPTION**

#### **New 53-Story Tower**

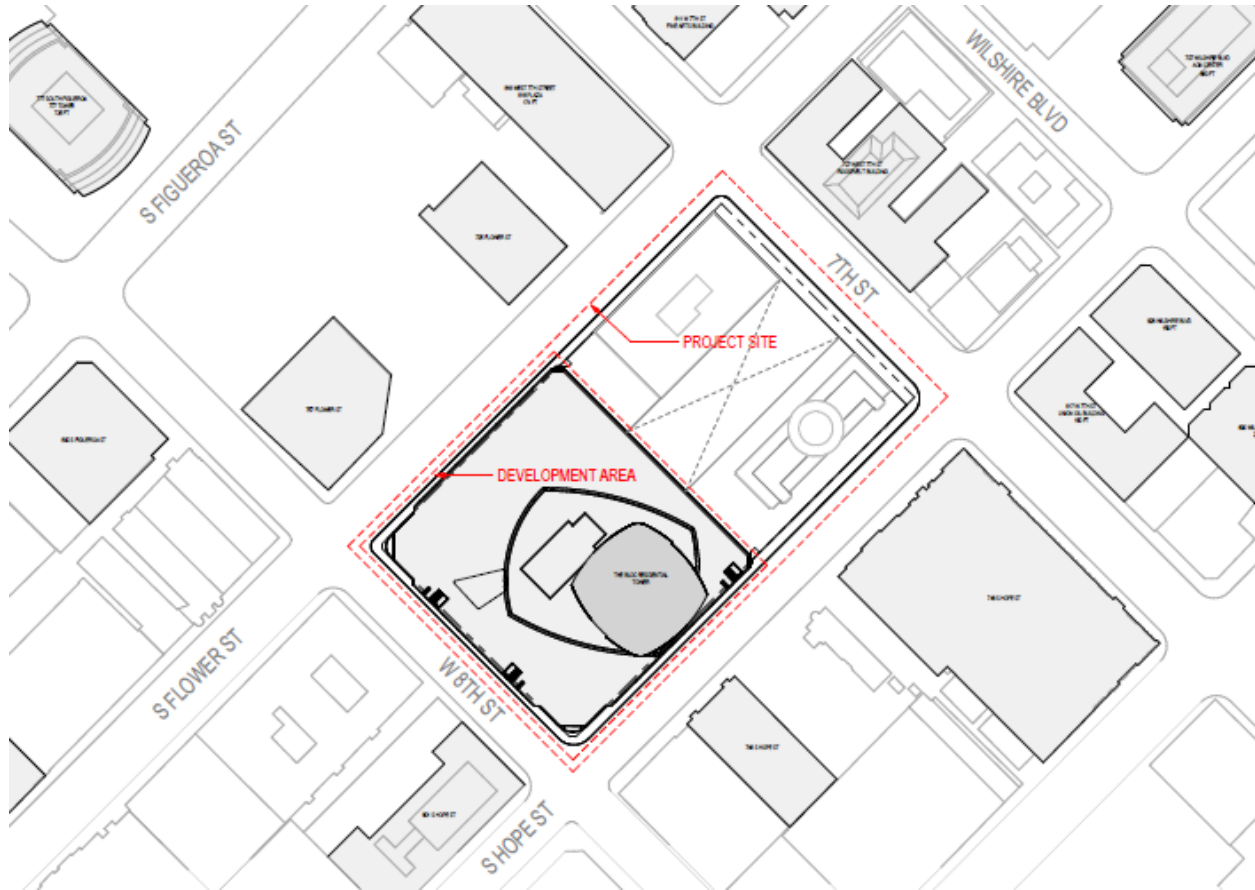
The Project Site consists of a ground lot that encompasses the entire city block and the proposed 53-story tower<sup>2</sup> will be developed on the southern portion of the site and within and above the existing parking/retail podium building (referred to herein as the “Development Area”) (See Diagram below). Vesting Tentative Tract Map (Tract No. VTT-83482-CN) is proposed for resubdivision and condominium purposes that would create two airspace lots for a new tower development consisting of approximately 466 residential condominium units.

#### **Figure 3. Development Area**

[See next page]

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<sup>2</sup> The street address for a the new 53-story tower will be 775 S. Hope Street.



Source: Architectural Plans, Handel Architects, August 23, 2024.

The Project Site's existing hotel and commercial uses (most of which are located outside the Development Area) would be retained, with the exception of approximately 24,342 square feet of existing commercial (theater and retail) uses in the existing podium that would be changed to residential uses (including a new residential lobby). The residential uses would be located primarily within the new tower with a small portion of residential square footage (e.g. bicycle parking areas, mail, utility and storage rooms) in the podium building.

The proposed Project will enclose the rooftop parking level of the existing 9-story parking/retail podium, will add two (2) new enclosed parking levels to the existing podium, increasing the podium to 12 stories. The new 53-story tower will be constructed within the podium and will extend 41-stories above the 12-story podium. The two existing basement levels below the podium building will be retained.

The 53-story tower will contain 466 residential units, a residential lobby, bicycle parking, residential amenities, residential storage, mechanical equipment, existing retail uses, existing parking and loading uses. The tower will include 37 floors of dwelling units, two residential amenity floors (on the podium roof level and the tower roof level) and two floors of mechanical uses.

The existing 9-story parking/retail podium includes five (5) stories of enclosed above-grade parking and one (1) open rooftop parking level; and four (4) stories of existing retail floor area. In addition, there is one (1) subterranean level of existing parking and one (1) subterranean level of loading area. Once the Project is complete, the podium will have two (2) stories of new above-grade parking atop the existing (1) one level of rooftop parking that would be enclosed, resulting in a 12-story podium. Levels 14 to 50 will include a total of 466 residential units. A breakdown of the existing and new levels and uses are included in Figure 4 below. The proposed 53-story tower would include (1) one floor with the residential lobby and relocated retail space, (3) three floors of retail use, 8 floors with a parking use and residential storage, 37 floors of residential units, (2) two amenity floors (on the podium roof level and the tower roof level), and (2) two floors of mechanical uses. The residential units would be located within the 41 stories of the tower that extend above the 12-story podium. The (2) two subterranean levels of the new tower would be used for parking, loading areas, and mechanical equipment. Every floor in the 53-story tower would include the residential vertical circulation that includes the elevator and stair core. The surrounding podium levels would retain their current uses and would connect to the uses within the tower. Similarly, the two new podium parking levels would also connect to the space within the tower through openings in the shear walls.

**Figure 4. Podium and New Tower Building Levels and Uses**

The Bloc – Podium and New Tower Building Levels and Uses			
Stories	Level	Parking Level	Use
-	Level B	-	Loading, Retail/Gym, Mechanical and Electrical, Residential Elevator/Stairs
-	Level A	Level A	Parking, Electrical, Residential Storage, Residential Bicycle Stalls, Residential Elevator/Stairs
1	Plaza Level	-	Retail, Residential Lobby, Residential Elevator/Stairs Residential Bicycle Stalls
2	Street Level	-	Retail, Residential Elevator/Stairs
3	Level 2	-	Retail, Residential Elevator/Stairs
4	Level 3	-	Retail, Residential Elevator/Stairs, Theater
5	Level 4	P1	Parking, Residential Elevator/Stairs, Residential Storage
6	Level 5	P2	Parking, Residential Elevator/Stairs, Residential Storage
7	Level 6	P3	Parking, Residential Elevator/Stairs, Residential Storage
8	Level 7	P4	Parking, Residential Elevator/Stairs, Residential Storage
9	Level 8	P5	Parking, Residential Elevator/Stairs, Residential Storage

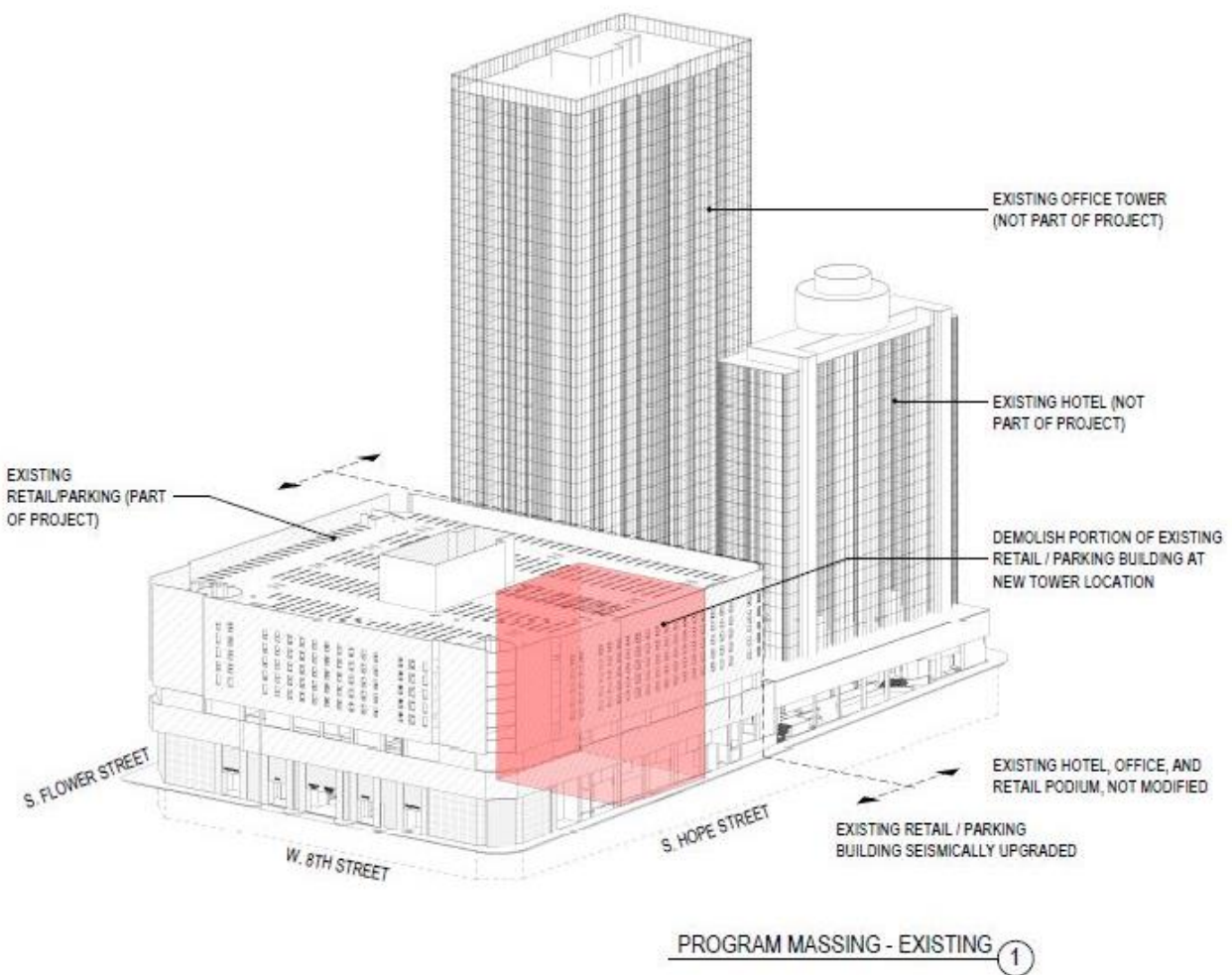
10	Level 9	P6	Parking, Residential Elevator/Stairs, Residential Storage (Rooftop Parking in Existing Building that is Enclosed in Expanded Podium)
11	Level 10	P7	Parking, Residential Elevator/Stairs, Residential Storage (New Parking Level)
12	Level 11	P8	Parking, Residential Elevator/Stairs, Residential Storage (New Parking Level)
13	Level 12	-	Amenity Level (Exterior and Interior Space at Expanded Podium Roof)
14	Level 13	-	Mechanical Level
15 to 51	Level 14 to 50	-	Residential Units
52	Level 51	-	Rooftop Amenity Level (Exterior and Interior Space)
53	Level 52	-	Mechanical
-	Level 53	-	Mechanical (not counted as a story)
-	Level 54	-	Mechanical (not counted as a story)

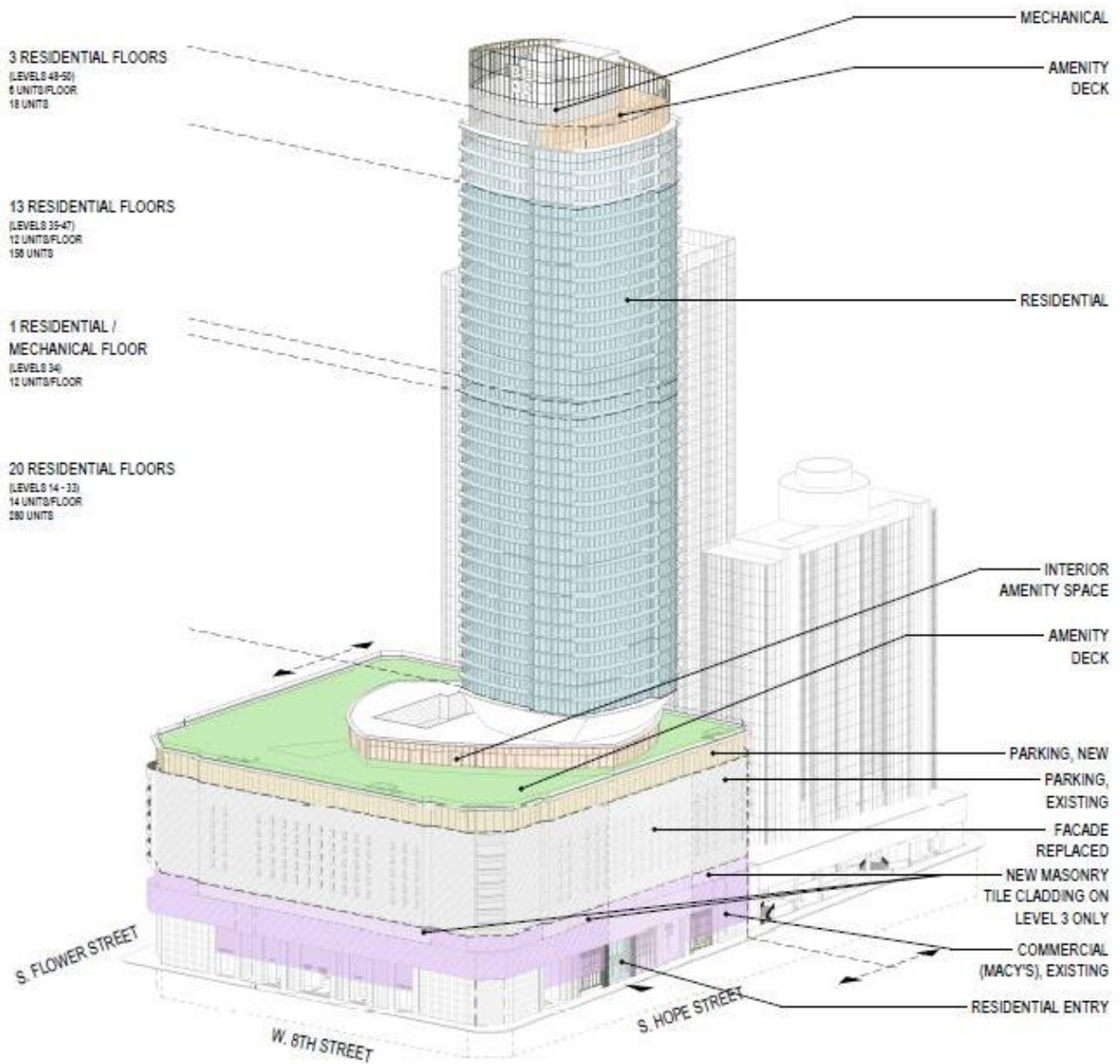
The new 53-story tower would be built within and above the existing parking/retail podium building. A portion of the existing podium building along Hope Street will be demolished from the existing rooftop parking level to the lower basement to accommodate the construction of the new tower, including a new residential lobby with a pedestrian entrance from the sidewalk on Hope Street. The new tower would extend approximately 710 feet above grade as measured by the LAMC and would be a separate building from the podium with some uses and building systems such as mechanical, electrical and plumbing that cross over from the podium building to the new tower. Each tower level would be physically separated from the surrounding podium levels by an expansion joint. A small portion of residential square footage (e.g. bicycle parking areas, mail, utility and storage rooms) would be located outside the tower in the podium building. Upon completion of the demolition and the creation of the development space for the tower, the footings and foundation would be constructed. The portion of the podium building surrounding the new tower would contain shear walls in the shape of a rectangle, with some extensions emanating from the corners of the rectangle. The openings in the shear walls would allow each floor of the tower to connect to the surrounding podium levels (including the two new podium levels). The podium's shear wall openings would allow the retail and parking uses in the tower and podium to continue to function without obstruction when construction is complete. As discussed in more detail in the section below, the existing podium and subterranean levels would be seismically upgraded to accommodate the tower and additional parking levels.

Ample residential landscaping will be provided on Level 51, the Rooftop Amenity Level of the residential tower as well as Level 12, the podium building's Amenity Level. This level also includes various residential amenities, such as a pool lounge, game room, fitness center, coworking space, conference rooms and/or similar features. A total of 117 trees are proposed, which include

approximately 60 trees on Level 12, 44 trees on Level 13, and 13 trees on Level 51. The residential uses and associated amenities would comprise approximately 495,016 square feet of floor area. This floor area consists of approximately 24,342 square feet of existing commercial (theater and retail) uses located within the podium that would be changed to residential uses (including the new residential lobby) and a net increase of 470,674 square feet of floor area. The residential uses would be located primarily within the new tower with a small portion of residential square footage (e.g. bicycle parking areas, mail, utility and storage rooms) in the podium building. Upon completion of the Project, the Project Site would include 1,894,988 square feet of floor area with a FAR of 10.15:1.

Figure 5. Program Massing





PROGRAM MASSING - PROPOSED ③

PROGRAM LEGEND	
RESIDENTIAL	COMMERCIAL
RESI AMENITY	RESI BACK OF HOUSE
RESI OUTDOOR SPACE	

Source: Architectural Plans, Handel Architects, August 23, 2024.

### Residential Tower Structure and Seismic Retrofit

City regulations (Ordinance No. 183,893) require seismic retrofit of the existing non-ductile concrete podium. As part of the seismic retrofit, the diameter of the existing structural columns must be enlarged by an average of approximately one foot. New shear walls would be located on all levels of the existing podium building and the two new parking levels, along all four perimeter walls facing west, south, east, and north. The thickness of the shear walls would have an average thickness from approximately two feet to three feet to strengthen the structural support system on each level of the podium. In addition, in order to construct the new tower, a portion of the existing parking levels and the retail level of the podium building must be removed to add new structural columns, elevators, stairwells, bicycle parking, mechanical rooms, storage areas, etc. As a result of the seismic retrofit work and the new tower's structural support, elevators, stairwells, bicycle parking, mechanical rooms and storage areas, a total of 464 existing commercial parking spaces will be eliminated.

### Vehicular Circulation and Pedestrian Access

The primary vehicular access to the site would continue to be provided from existing driveways at the southern portion of the Project Site along Hope Street, 8<sup>th</sup> Street, and Flower Street. These access points are currently used by the retail and commercial uses and will also be used by the proposed residential use. Two existing ingress/egress driveways provide primary access points at the corners of 8<sup>th</sup> Street and Flower Street and 8<sup>th</sup> Street and Hope Street that lead to the existing parking structure through a circular ramp that services the overall complex. There are four existing driveways at the corner of 8th Street and Flower Street and 8th Street and Hope Street that will be used for commercial, hotel, and residential uses. On the corner of 8th Street and Flower Street there is an ingress/egress driveway along Flower Street and one egress only driveway along 8th Street. Similarly, on the corner of 8th and Hope Street, there is an ingress/egress driveway along Hope Street and one ingress only driveway along 8th Street. The driveways at the corner of 8th and Hope Streets connect to the one way circular ramp that provides access to the parking levels above. The driveways at the corner of 8th Street and Flower Street connect to the one-way circular ramp that provides access from the upper levels to the lower levels and also provides access to the other circular ramp via an underground level. An additional loading driveway is located mid-block along 8<sup>th</sup> Street, which provides access to subterranean Level B, where the loading area is located. A porte-cochere, located mid-block along Hope Street, is used by the hotel for pick-up and drop-off and valet parking purposes. The existing driveways would remain unchanged; however, pedestrian warning systems would be installed at the residential use's vehicular access to the parking garage from two existing driveways near the corner of 8<sup>th</sup> Street and Flower Street and two existing driveways near the corner of 8<sup>th</sup> Street and Hope Street.

Primary pedestrian access to the site would continue to be from 7<sup>th</sup> Street, with additional pedestrian entries along Flower Street and Hope Street. The pedestrian passageway on the southern portion of Hope Street would be relocated north of its current location due to the addition of the residential lobby. The pedestrian passageway closer to the hotel tower along Hope Street would remain in its current location. The Project would retain the two other existing pedestrian passageways along Flower Street. The Project would retain the three other existing pedestrian

passageways, one of which is located on Hope Street and two of which are located on Flower Street. The four pedestrian passageways, along with the main pedestrian entry to The Bloc along 7th Street, would provide connections to the variety of uses within The Bloc, access to other streets, and access to the Bloc’s on-site portal to the Metro 7th Street/Metro Center Station. The main pedestrian entry to the Project Site, along 7th Street, is an open air entry court that leads to a below-grade open-air plaza that is the central element of the existing development and contains access to most of the retail, restaurant, and fitness uses. The main pedestrian entry on 7th Street also provides pedestrian access to the office tower, medical office, theater, and other uses through walkways on either side of the opening to the below grade open-air plaza.

Architectural Design Narrative For New Tower

The Bloc Tower design concept is derived from its centralized location at various scales. At the macro scale, its contextual position is surrounded by the hills to the north, the coast further west and southwest, and the growing expanse of southern California to the southeast. At the city scale, The Bloc sits amongst the tallest structures within Downtown Los Angeles, within the bounding loop created by the Interstate 10 and State Route 110 freeways, and US 101 freeway. At the building scale, the tower sits prominently at the heart of the existing The Bloc commercial and hotel development. The tower’s location as the figurative center of the project is comprised of a slender point tower building design, addressing its relationship to surrounding towers and its access to views of interest in all directions.

The new tower has an expanding floor plate that extends from the existing parking/retail podium with a narrow, tapering stem at the base. The tower facade maximizes access to light and air by providing private balconies and floor to ceiling windows which promote inside/outside living. At north facing units, balcony depths are reduced to maximize access to daylight and views. The tower crown is capped off with a spiraling geometry creating a distinct and unique rooftop within the Downtown skyline.

Proposed materials, primarily glass and smooth, white metal panels, emphasize the curvature and flowing lines of the tower. The presence of a warmer, bronze-like material at select double height balcony soffits serve as accents to the tower. At the base, where the stem of the proposed tower transitions into the podium, an enclosed shared residential amenity space surrounds the building stem and then gives way to an expansive landscaped roof top terrace which would be an outdoor amenity for residential occupants.

Project Data Table for 53-Story Tower Development

<b>LOT AREA</b>				
LOT AREA/BUILDABLE AREA	186,674	SF (PER SURVEY)		
<b>FLOOR AREA &amp; FAR</b>				
LOT AREA	186,674	SF	<b>FAR</b>	
6:1 (D-LIMITATION)	1,120,044	SF	6.00	to 1

13:1 (PERMITTED WITH TFAR)	2,426,762	SF	13.00	to 1
<b><u>FLOOR AREAS BY USE (SF)</u></b>	<b><u>EXISTING</u></b>	<b><u>PROPOSED</u></b>	<b><u>DELTA</u></b>	
(E) OFFICE	656,423	656,423	-	
(E) HOTEL	387,357	387,357	-	
(E) THEATER	28,770	28,316	(454)	
(E) RETAIL*	351,764	327,876	(23,888)	
(N) RESIDENTIAL	-	<u>495,016</u>	<u>495,016</u>	
TOTAL FLOOR AREA	1,424,314	1,894,988	470,674	
FAR	7.63	10.15	2.52	
	* RETAIL INCLUDES RETAIL, RESTAURANT/BAR, GYM/FITNESS, AND MEDICAL OFFICE			
<b><u>PROPOSED</u></b>	<b><u>FLOOR AREA</u></b>			
<b>TOTAL RESIDENTIAL FLOOR AREA</b>	<b>495,016</b>	SF	-	
SUBTRACT: FLOOR AREA REALLOCATED FROM RETAIL & THEATER TO RESIDENTIAL FLOOR AREA <sup>3</sup>	<u>(24,342)</u>			
<b>TRANSFER OF FLOOR AREA REQUEST</b>	<b>470,674</b>	<b>SF</b>	<b>FAR</b>	<b>2.52 to 1</b>
	NOTE: OFFICE, HOTEL, THEATER, RETAIL, RESTAURANT/BAR, GYM/FITNESS, AND MEDICAL OFFICE ARE REFERENCED AS COMMERCIAL USES IN THE PARKING TABLE			
<b><u>RESIDENTIAL DENSITY</u></b>				
<b>PERMITTED</b>	UNLIMITED			
<b>PROPOSED</b>	466			
UNIT TYPE	QUANTITY			
STUDIO	83	UNITS		
1-BEDROOM	203	UNITS		
1-BEDROOM+	68	UNITS		
2-BEDROOM	100	UNITS		
3-BEDROOM	<u>12</u>	UNITS		
TOTAL PROPOSED	466	UNITS		
<b><u>HEIGHT</u></b>				
<b>PERMITTED</b>	UNLIMITED			
<b>PROPOSED</b>	710	FT		
<b><u>OPEN SPACE</u></b>				

<sup>3</sup> See TFAR findings for detailed information about the change of use from theater and retail floor area to residential floor area.

<b>REQUIRED</b>	<b>SF</b>	<b>PER</b>	<b>UNITS</b>	<b>SF</b>	
< 3 HABITABLE ROOMS (100 SF/UNIT)	100		286	28,600	
= 3 HABITABLE ROOMS (125 SF/UNIT)	125		168	21,000	
> 3 HABITABLE ROOMS (175 SF/UNIT)	175		<u>12</u>	<u>2,100</u>	
<b>TOTAL OPEN SPACE REQUIRED</b>			466	<b>51,700</b>	SF
<b>25% Maximum Permitted Interior OS</b>				12,925	SF
<b>PROPOSED</b>					
<u>EXTERIOR COMMON OPEN SPACE</u>	<b>SF</b>			<u>TOTAL AREA</u>	
LEVEL 12 AMENITY OUTDOOR SPACE	41,250				
LEVEL 51 AMENITY OUTDOOR SPACE	<u>3,500</u>				
<b>TOTAL EXTERIOR OS</b>				<b>44,750</b>	
<u>INTERIOR COMMON OPEN SPACE</u>	<b>SF</b>				
LEVEL 12 AMENITIES	8,000				
LEVEL 51 AMENITIES	<u>2,000</u>				
<b>TOTAL INTERIOR OS</b>				<b><u>10,000</u></b>	
<b>TOTAL USABLE OPEN SPACE PROPOSED</b>				<b>54,750</b>	
<u>LANDSCAPED AREAS</u>					
<b>REQUIRED</b>	11,188		SF (25% OF EXTERIOR COMMON OS)		
<b>PROPOSED</b>	13,600		SF		
<u>ON-SITE TREES</u>					
<b>REQUIRED</b>	117		(1 per 4 units)		
<b>PROPOSED</b>	117				
<b><u>BICYCLE PARKING</u></b>					-
<b>REQUIRED</b>					-
<b><u>RESIDENTIAL DWELLING UNITS</u></b>	<b><u>UNITS/TIER</u></b>		<b><u>SHORT TERM RATIO</u></b>	<b><u>SHORT TERM SPACES</u></b>	
1 to 25	25		1 space / 10 units	2.50 SPACES	
26 to 100	75		1 space / 15 units	5 SPACES	
101 to 200	100		1 space / 20 units	5 SPACES	
201 to 4553	<u>266</u>		<u>1 space / 40 units</u>	<u>7</u> SPACES	
subtotal	466			20 SPACES	
					-

<u>RESIDENTIAL DWELLING UNITS</u>	<u>UNITS/TIER</u>	<u>LONG TERM RATIO</u>	<u>LONG TERM SPACES</u>	
1 to 25	25	1 space / 1 units	25	SPACES
26 to 100	75	1 space / 1.5 units	50	SPACES
101 to 200	100	1 space / 2 units	50	SPACES
201 to 455	<u>266</u>	<u>1 space / 4 units</u>	<u>67</u>	SPACES
subtotal	466		192	SPACES
				-
<b>TOTAL RESIDENTIAL REQUIRED</b>	<u>20</u>	<u>LONG TERM</u>	<u>TOTAL</u>	-
				SPACES
<b>PROPOSED</b>	<u>SHORT TERM</u>	<u>LONG TERM</u>	<u>TOTAL</u>	
INDOOR	12	-	12	
OUTDOOR	<u>10</u>	<u>192</u>	<u>202</u>	
TOTAL	22	192	214	SPACES
<b><u>VEHICULAR PARKING</u></b>				
<b><u>PARKING REQUIREMENT</u></b>				
<b>EXISTING COMMERCIAL (TO REMAIN) [b]</b>	<b><u>SIZE</u></b>		<b><u>PARKING RATE</u></b>	<b><u>REQUIRED PARKING</u></b>
			<b><u>[a]</u></b>	
OFFICE	656,423 SF		[c]	0 spaces
RETAIL	245,734 SF		[c]	0 spaces
RESTAURANT/BAR	23,180 SF		[c]	0 spaces
GYM/FITNESS	30,363 SF		[c]	0 spaces
MEDICAL OFFICE	28,599 SF		[c]	0 spaces
THEATER	569 Seats		[c]	<u>0</u> spaces
<b>TOTAL - EXISTING COMMERCIAL (TO REMAIN)</b>				<b>0 spaces</b>
<b>EXISTING HOTEL (TO REMAIN)</b>				
FIRST 20 ROOMS	20 Rooms		1 sp/2 rooms	10 spaces
NEXT 20 ROOMS	20 Rooms		1 sp/4 rooms	5 spaces
REMAINING ROOMS	456 Rooms		1 sp/6 rooms	76 spaces
HOTEL ASSEMBLY	25,282 SF		1 sp/100 sf	<u>253</u> spaces
<b>TOTAL - EXISTING HOTEL (TO REMAIN)</b>				<b>344 spaces</b>
<b>EXISTING PARKING COVENANTS [d]</b>				<b>251 spaces</b>
<b>TOTAL EXISTING HOTEL &amp; PARKING COVENANTS</b>				<b>595 spaces</b>

<b>PROPOSED RESIDENTIAL</b>				
≤ 3 HABITABLE ROOMS	286 Units	[c]	0 spaces	
> 3 HABITABLE ROOMS	<u>180</u> Units	[c]	<u>0</u> spaces	
<b>TOTAL - PROPOSED RESIDENTIAL</b>	<b>466 Units</b>		<b>0 spaces</b>	
<b><u>PARKING SUMMARY</u></b>			<b><u>TOTAL PARKING</u></b>	
<b>TOTAL PROPOSED PROJECT REQUIREMENT</b>			<b>595 spaces</b>	
<b>TOTAL PROVIDED PARKING SUPPLY</b>			<b>1948 spaces</b>	

**Parking Footnotes:**

[a] Commercial office, medical office, retail, restaurant, and assembly space parking rates per LAMC Section 12.21.A4(i) for commercial buildings greater than 7,500 sf within the Downtown Parking District. Hotel and residential parking rates per LAMC Section 12.21.A4(p) for residential and hotel uses within the Central City Parking District.

[b] The floor area of the existing commercial uses to remain reflect construction of the new 53-story tower is complete and a conversion of 24,342 sf of existing commercial (theater and retail) uses to residential uses (including a new residential lobby).

[c] The Project has an on-site transit portal to the Metro 7th Street/Metro Center Station, a major transit stop, as defined in Section 21099(a) of the Public Resources Code. Therefore, in accordance with Assembly Bill 2097 (Friedman, 2022)(Gov. Code 65863.2), minimum parking requirements are prohibited for the residential and commercial uses of the Project. Thus, residential and commercial uses would have a parking requirement of 0 spaces. Minimum parking requirements can continue to be imposed on hotel, motel, bed and breakfast inns, or other transient lodgings.

[d] Per Parking Affidavit 81-314644 and Parking Affidavit 89-9493331, 251 spaces within the Project Site are covenanted towards satisfying the code parking requirements for nearby properties.

**Sign District**

The Sign District request was previously initiated by the private property owner on October 31, 2018 under case number CPC-2018-6388-SN. The proposed Sign District encompasses the entire Project Site. It would enhance the unique character and qualities of The Bloc and will also serve as a marker to highlight and help navigate people to a major mixed-use development and public transit portal. The Sign District would establish clear standards to ensure cohesion and compatibility with the surrounding land uses, facilitate unique signage that would support and enhance the existing uses and development, and create a sense of place and lively pedestrian experience, reinforcing The Bloc as a dynamic and diverse downtown destination.

The surrounding area of downtown has experienced a remarkable transformation which continues, and the proposed Sign District is meant to complement and enhance the potential for downtown as a thriving commercial, residential and visitor-serving area. The adjacent Figueroa and Seventh Street Sign District area, located one block west of the Project Site, includes the Wilshire Grand Center, a world-class hotel and office high rise that is the tallest structure west of the Mississippi River. The Figueroa and Seventh Street Sign District contains regulations that supersede Citywide sign regulations and allow, among other things, non-animated digital display signs.

Digital and illuminated signage extend south along Figueroa Street including at the FIGat7th retail and associated office complex, to the Los Angeles Sports and Entertainment District (LASED), which has signage allowances far more extensive than what is being proposed for The Bloc. The Figueroa and Olympic Sign District (approved), Figueroa and Olympic South Sign District (recommended for approval by the City Planning Commission but terminated at the request of the applicant prior to being adopted by the City Council), and the Figueroa & Pico Sign District (approved) allow for digital and illuminated signage a few blocks south of the Project Site along Flower Street.

The Sign District's goal is to enhance the visual quality of The Bloc, to identify the existing development's retail and commercial uses, many of which do not have street frontage, and to highlight and establish The Bloc as a unique Downtown destination. The Sign District signs will allow restaurants and shops to be commercially viable by identifying the uses on the Project Site and by demarcating and enhancing the transit gateway to Downtown LA from the 7<sup>th</sup> Street/Metro Center station. Most of the business within The Bloc have no street frontage and the Sign District signs would both inform the public of the uses on site, and emphasize The Bloc's commercial uses and presence more generally, identifying it from multiple frontages. The signs are intended for viewing primarily by pedestrians along the sidewalks, street frontages and from a longer distance. The proposed Sign District will complement and support the neighboring 7<sup>th</sup> Street restaurant corridor, the bustling Financial District office properties to its north, and the emerging South Park mixed-use residential and commercial neighborhood and entertainment district to its south. Additionally, the signage program would complement the existing sign districts in the neighborhood and would establish a unified identity for the Project Site.

The proposed Sign District is also important to placemaking from the perspective of transit users, patrons and visitors of The Bloc. The Bloc's open-air plaza's transit portal currently serves as a transit gateway to Downtown Los Angeles from the 7<sup>th</sup> Street / Metro Center station. Metro Rail passengers arriving at The Bloc will enter the Project Site through an underground pedestrian passageway connecting the courtyard at the heart of the Project Site to the Metro trains. The proposed Sign District will provide special signage to help establish a strong sense of place for The Bloc open-air plaza and courtyard and its diverse amenities, signaling to transit passengers that The Bloc is a more than a portal, but is a destination in itself. Signage will be important in identifying the many possible destinations, and for navigating to and from adjacent streets. The proposed signage will orient the tourists, visitors and employees utilizing transit as they emerge from the portal into The Bloc's outdoor plaza. The signage along the exterior facades will draw pedestrian attention to 7<sup>th</sup> Street/Metro Center station, as well as to The Bloc itself from multiple frontages.

### Conceptual Sign Plan

The proposed Sign District includes a Conceptual Sign Plan for The Bloc Supplemental Use District (Conceptual Sign Plan) which is comprised of the architectural drawings and a summary table of the signs proposed by the Sign District. The Conceptual Sign Plan includes a total of 18 signs, consisting of nine Digital Display Signs, three non-digital Sign District (SD) Wall Signs, and six non-digital Sign District (SD) Identification Signs. Digital Display Signs would include off-site

advertising. Additionally, the Conceptual Sign Plan includes eight Digital Kiosks (three floor-mounted and five wall-mounted) that are considered to be signs under applicable City regulations. These Digital Kiosks would identify tenants and serve to orient and direct visitors to the diverse uses at the Project Site and would include off-site advertising.

Signage authorized by the Sign District would be architecturally integrated into the design of the buildings. All but three of the 18 Sign District signs are located on the existing buildings. The Sign District includes signs that would be rectangular in shape and would generally be located on the existing development's horizontal building element (horizontal band) that extends around the entirety of the mixed-use complex. The horizontal band, with an exterior brick finish, is the datum that visually ties the office tower, hotel tower and parking/retail podium together into one cohesive development. The bottom of the horizontal band is approximately 27 to 30 feet above the sidewalk grade. Locating the Digital Displays within the horizontal band organizes the digital signs in one zone that avoids sign clutter and provides a consistent and coherent design. Other Sign District signs are located at the top of the hotel tower, office tower and new 53-story tower. The Sign District signs would be well-integrated into the building's architectural design on surfaces on the existing buildings that are currently unarticulated solid walls. The Digital Displays' dark metal frames have a minimal profile and are intended to blend into the background. Three of the Sign District signs (each of which are SD Identification Signs) would be located on the new residential tower, integrated into the architecture of the building's unique façade.

The Digital Display sign BDE-01 would wrap the corner of 7th and Flower Streets at the ground level retail space, approximately 20 feet above the adjacent sidewalk grade, and encompass the portion of the façade above the storefront windows. Signs BDE-02-A, B, C facing Flower Street are the same size and would each have a portrait orientation. The three identical signs would be mounted at an angle from the building façade, generally facing north. Signs BDE-03 and BDE-06, proposed on Flower Street and Hope Street, would have the same dimensions, would be mounted in a similar manner and would have a landscape orientation that would provide continuity and symmetry at another portion of the podium's base.

Sign BDE-04, a non-digital Wall Sign, would be located at the corner of 8<sup>th</sup> and Flower Streets on the building's corner, with a portrait orientation. Sign BDE-05, proposed at the corner of 8th and Hope Streets would have a landscape oriented Digital Display sign that wraps around the building corner with an elegant curve shape. Digital Display signs BDE-07-A, B, and C on Hope Street are identical in size, shape and orientation to signs BDE-02-A, B, C, except the signs face southbound along Hope Street. Digital Display sign BDE-08 along 7<sup>th</sup> Street faces eastbound with a landscape orientation. The Digital Displays which include BDE-01, BDE-2-A, BDE-2-B, BDE-2C, BDE-05, BDE-7-A, BDE-7-B, BDE-7C and BDE-08 would contain off-site advertising.

The Identification Signs would include both logos and the name of a building tenant that encompass the upper portion of the façade on which it would be mounted. Two of these Identification Signs, BDE-09 and BD-10 which face to the south and west, would be located at the top of the office tower. Identification Sign BDE-11 would be located on the north façade of the hotel tower. Identification Signs BDE-09, -10 and -11 would relate to and emphasize the horizontality of the building's articulated façade surfaces. Three additional non-digital

Identification Signs would be located at the top of the new 53-story building fronting along the northern, western, and southern portions of the tower, respectively (facing 7th Street, Flower Street, and 8th Street). These signs would be strategically placed at the spiraling crown of the tower to highlight the unique tower top design. The Wall Signs and Identification Signs may be illuminated by either internal or external means.

The Conceptual Sign Plan also includes eight Digital Kiosks, three of which would be floor-mounted (K1, K2 and K3) and five of which would be wall-mounted (W2, W3, W4 and W5). The Digital Kiosks are considered to be signs under applicable City regulations. Digital Kiosk K1 would be located near the pedestrian plaza entry on 7th Street and Digital Kiosks K2 and K3 would be located in the Plaza Level. Digital Kiosks W1, W2, W3, W4 and W5 would be located under a covered walkway that would be part of the office tower. These Digital Kiosks would identify tenants and serve to orient and direct visitors to the diverse uses at the Project Site and would include off-site advertising. Proposed signs would be installed approximately six months following the Sign District approval process and issuance of all applicable sign permits.

Conceptual Sign Area Matrix

Sign No.	Sign Type	Dimensions (w x h)	Sign Area (SF)	Location	Street Facing	Encroachment Over Property Line
BDE-01	Digital Display	606' x 26'	1,560	Horizontal Band	7th Street/ north & west	2'-6"
BDE-02-A, B, C	Digital Display	12' x 26', 12' x 26', 12' x 26'	936	Horizontal Band	Flower Street/ west	6'-8"
BDE-03	Wall Sign	20' x 14'	280	Parking/Retail Podium	Flower Street/ west	6"
BDE-04	Wall Sign	23' x 26'	598	Horizontal Band	8th & Flower Streets/ southwest	2'-6" (5'-4" at Corner Radius Portion)
BDE-05	Digital Display	26' x 79'	2,054	Horizontal Band	8th & Hope Streets/ southeast	2'-6" (7'-7" at Corner Radius Portion)
BDE-06	Wall Sign	20' x 14'	280	Parking/Retail Podium	Hope Street/ east	6"
BDE-07-A, B, C	Digital Display	12' x 26', 12' x 26', 12' x 26'	936	Horizontal Band	Hope Street/ east	6'-8"
BDE-08	Digital Display	25' x 22'	550	Horizontal Band	7th Street/ north	0"
BDE-09	Identification Sign	75' x 12'	900	Office Tower	8th Street/ south	0"
BDE-10	Identification Sign	75' x 12'	900	Office Tower	Hope Street/ east	0"
BDE-11	Identification Sign	43' x 10'	430	Hotel Tower	7th Street/ north	0"
BDE-12	Identification Sign	25' x 20'	500	New Tower	7th Street/ north	0"
BDE-13	Identification Sign	25'-6" x 21'-6"	548.25	New Tower	Flower Street/ west	0"
BDE-14	Identification Sign	30'-6" x 25'-6"	777.75	New Tower	8th Street/ south	0"
	<b>Total Sign Area</b>		<b>11,250</b>			

Kiosks

Sign No.	Kiosk Type	Mounting	Frame Dimensions	Frame Area	Screen Dimensions	Screen Area (SF)	No. of Sides	Total Screen Area (SF)	Location
K1	Digital Kiosk	Floor	6'-11 15/16" x 2'-11 1/4"	20.5472 SF	4'-8 1/4" x 2'-7 5/8"	12.3535	2	24.707	Street Level/
K2	Digital Kiosk	Floor	6'-11 15/16" x 2'-11 1/4"	20.5472 SF	4'-8 1/4" x 2'-7 5/8"	12.3535	2	24.707	Plaza Level
K3	Digital Kiosk	Floor	6'-11 15/16" x 2'-11 1/4"	20.5472 SF	4'-8 1/4" x 2'-7 5/8"	12.3535	2	24.707	Plaza Level
W1	Digital Kiosk	Wall	4'-11 15/16" x 2'-11 1/4"	14.7242 SF	4'-8 1/4" x 2'-7 5/8"	12.3535	1	12.3535	Street Level/Office Colonnade
W2	Digital Kiosk	Wall	4'-11 15/16" x 2'-11 3/8"	14.7242 SF	4'-8 1/4" x 2'-7 5/8"	12.3535	1	12.3535	Street Level/Office Colonnade
W3	Digital Kiosk	Wall	4'-11 15/16" x 2'-11 3/8"	14.7242 SF	4'-8 1/4" x 2'-7 5/8"	12.3535	1	12.3535	Street Level/Office Colonnade
90W4	Digital Kiosk	Wall	4'-11 15/16" x 2'-11 3/8"	14.7242 SF	4'-8 1/4" x 2'-7 5/8"	12.3535	1	12.3535	Street Level/Office Colonnade
W5	Digital Kiosk	Wall	4'-11 15/16" x 2'-11 3/8"	14.7242 SF	4'-8 1/4" x 2'-7 5/8"	12.3535	1	12.3535	Street Level/Office Colonnade
<b>Total Exterior Screen Area</b>								<b>135.8885</b>	

**V. ZONING ANALYSIS FOR 53-STORY DEVELOPMENT**

Lot Area

The Project Site comprises approximately 186,674 square feet<sup>4</sup> (4.285 acres) of lot area.

Use

The Project Site is zoned C2-4D and has a General Plan land use designation of Regional Center Commercial. The existing C2 zone allows most residential and commercial uses by-right. The Project is proposing construction of a 53-story tower that would include 1 floor containing the residential lobby and relocated retail space, 3 floors of retail use, 8 floors with a parking use and residential storage, 37 floors of residential units, 2 amenity floors (on the podium roof level and the tower roof level), and 2 floors of mechanical uses. The residential units would be located within the 41 stories of the tower that extend above the 12-story podium. The 2 subterranean levels of the new tower would be used for parking, loading areas, and mechanical equipment. The uses of the 53-story tower comply with the allowed uses of the C2 zone. The Applicant also requests the establishment of The Bloc Supplemental Use District, a "SN" Sign District. The Sign

<sup>4</sup> Lot area confirmed in survey completed by KPFF dated February 08, 2021.

District restricts each sign type on the basis of print or digital, static or animated, and on-site or off-site. If approved, the Signage Supplemental Use District will allow the installation, maintenance and use of digital displays that conform to regulations set forth in the “SN” Sign District ordinance. The Sign District will comply with applicable state and federal law regarding off-site signage.

### Density

The Greater Downtown Housing Incentive Area Ordinance<sup>5</sup> specifies that the maximum number of dwelling units (apartments and/or condominiums) or guest rooms permitted in the downtown area is not limited by the lot area provisions of the Zoning Code so as long as the total floor area utilized by guest rooms does not exceed the total floor area utilized by dwelling units. The number of residential units, both dwelling units and hotel guest rooms, on the Development Site is unlimited because the floor area of the Development Site’s dwelling units is 410,187 square feet which exceeds the floor area of the hotel guest rooms. Since the existing floor area of the entire hotel is 387,357 square feet<sup>6</sup>, the total hotel guest room floor area is far less than the floor area of the dwelling units. Therefore, the Project’s residential density is unlimited. While the residential use is not restricted by residential density, it is restricted by the total amount of permitted floor area.

The Project is proposing 466 residential units, which include 83 studio units, 203 one-bedroom units, 68 one-bedroom+ units, 100 two-bedroom units, and 12 three-bedroom units.

### Floor Area

The Project Site is located in Height District 4 which permits an FAR of up to 13 to 1, or thirteen times the buildable area of the site, and does not limit the vertical height (except as may be limited by FAA regulations). The “D” Limitation restricts the size of the allowable development on the Project Site to a maximum of 6 to 1 FAR with the following exceptions: TFAR, State Density FAR Bonus, Transit Oriented Communities (TOC) FAR Bonus, and Greater Downtown Housing Incentive Area FAR Bonus.

The Project Site’s existing floor area is approximately 1,424,314 square feet which corresponds to an FAR of 7.63 to 1. The existing development legally exceeds the maximum allowed 6 to 1 FAR due to the construction of the existing building on the Project Site in the early 1970s, prior to the establishment of the “D” Limitation. The TFAR provisions allow the Project Site a maximum FAR of 13 to 1 through the TFAR process.

The Applicant is requesting a TFAR for the transfer of approximately 470,674 square feet, which corresponds to an FAR of 2.52 to 1. Approval of the TFAR request would allow the Project a total floor area of 1,894,988 square feet or 10.15 to 1 FAR. There will be a total of 495,016 square feet of new residential floor area and roughly 1,399,972 square feet of existing commercial floor area. The Project will convert approximately 24,342 square feet of existing commercial floor area (consisting of 23,888 SF of existing retail and 454 SF of existing theater) to residential within the existing podium building. This conversion of 24,342 square feet from commercial to residential

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<sup>5</sup> Established by Ordinance 179,076 effective September 23, 2007 (LAMC Section 12.22.C.3).

accounts for the difference between the total residential floor area (495,016 SF) and the proposed TFAR floor area (470,674 SF) to be transferred to the development Site. The residential uses would be located primarily within the new tower with a small portion of residential square footage (e.g. bicycle parking areas, mail, utility and storage rooms) in the podium building.

### Height and Stories

The Project Site is located in Height District 4, which does not limit the vertical height. The Project proposes a height of 710 feet and 53 stories. The residential units would be located within the 41 stories of the tower that extend above the 12-story podium. The two subterranean levels of the new tower would be used for parking, loading areas, and mechanical equipment. Every floor in the 53-story tower would include the residential vertical circulation that includes the elevator and stair core.

### Open Space

LAMC Section 12.21-G requires open space for new developments with 6 or more dwelling units and pursuant to LAMC Section 12.22-C,3(d), the Greater Downtown Housing Incentive Area (which the Site is located within) permits any percentage of the required open space to be provided as either private or common open space. Per LAMC Section 12.21-G, there shall be 100 square feet of open space provided for each residential unit having less than three habitable rooms; 125 square feet of open space provided for each residential unit containing three habitable rooms; and 175 square feet of open space provided for each residential unit containing more than three habitable rooms. Based on the anticipated unit mix (as set forth above), the Project would be required to provide 51,700 square feet of open space. There is a maximum permitted interior open space restriction of 25%, or 12,925 square feet. The Project is providing 54,750 square feet of open space as common open space, of which 10,000 square feet is interior common open space. Because the site is located within the Greater Downtown Housing Incentive Area, there is no prescribed percentage of the required open space that must be provided as either common open space or private open space. In addition, 13,600 square feet of the total exterior common open space would be landscaped. Thus, the Project would meet the open space requirements set forth by the LAMC.

On the podium roof level (Level 12), approximately 41,250 square feet will be provided as exterior open space with a variety of amenities such as a pool deck, lounge areas, and picnic areas with tables and seats. Furthermore, a total of approximately 8,000 square feet of interior amenity rooms will be provided on this level consisting of multi-purpose space, lounge areas, co-working areas and a fitness area.

On the roof level of the tower (Level 51), approximately 3,500 square feet will be provided as exterior open space consisting of lounge and picnic areas, and approximately 2,000 square feet will be provided as interior multi-purpose space.

### Yard Setbacks

The Project is exempted from the residential yard setbacks by the Greater Downtown Housing Incentive Ordinance (LAMC Section 12.22.C.3). The Downtown Design Guide (LAMC Section

12.22 A.30) imposes no yard requirements for the Project. The Downtown Design Guide Street Wall Setbacks are to be provided for retail, professional office/live work and residential with individual entries on street as listed in Table 3-2, Permitted Street Wall Setbacks from Back of Required Sidewalk with some exceptions. The proposed residential units do not include individual entries on the street and new professional office or live work space are not proposed. The ground level retail adjacent to the residential lobby on Hope Street has been relocated from the area that is proposed to be residential floor area. Note 2 on page 16 of the Downtown Design Guide states the following: "No setback is required adjacent to ground-floor retail; however, a project may set back within the specified range. Thus, the proposed residential tower, ground level residential lobby and the relocated retail are not required to provide any yard setbacks. Further, the building walls of the existing mixed-use commercial development, from the ground level to the Level 9, are built close to or at the property lines. The Project is not proposing to move any of the existing building walls. The new proposed tower will be developed on top and within the footprint of the existing parking and retail podium (Development Area). The proposed development is maintaining the zero yard setback at the eastern property line along Hope Street.

### Automobile Parking

Per Assembly Bill (AB) 2097, approved by Governor Newsom on September 22, 2022, the Project is not required to provide parking for residential or commercial uses. AB 2097 established California Government Code Section 65863.2, which prohibits a public agency from imposing or enforcing any minimum automobile parking requirement on any residential or commercial development project that is within one-half mile of a Major Transit Stop. The Project Site contains a portal to the Metro 7th Street/Metro Center Station and thus is within one-half mile of a Major Transit Stop. As such, minimum parking requirements are prohibited for the residential and commercial uses of the Project. Thus, residential and commercial uses would have a parking requirement of 0 spaces. Minimum parking requirements can continue to be imposed on hotel, motel, bed and breakfast inns, or other transient lodgings. The required parking spaces include 344 spaces for the existing hotel use and 251 spaces per the existing parking covenants AFF 81-31644 and AFF 89-94331 for a total requirement of 595 spaces. The Project would supply a total of 1,948 spaces.

### Bicycle Parking

The Project is required to provide a total of 212 bicycle parking spaces for the proposed 466 residential units, consisting of 20 short-term spaces and 192 long-term spaces. The Project will be providing a total of 214 bicycle parking spaces, 22 short-term spaces and 192 long-term spaces.

### Trees

The Project is required to provide one 24-inch box tree for every four dwelling units on site. The Project will provide the 117 required trees on-site. There are a total of 25 existing street trees adjacent to the Project Site. A total of five street trees adjacent to the Development Site along

Hope Street will be removed and replaced subject to the Board of Public Works approval. The other existing 20 street trees adjacent the Project Site will remain.

## **VI. STREET DESIGNATIONS**

Per the City's Mobility Plan 2035 and the Downtown Street Standards, the streets abutting the Project Site have the following right-of-way ("ROW") designations and standards:

Flower Street: Designated as a "Modified Avenue II", with a required right-of-way width of 90 feet. According to the Street Standards document, the half roadway width should be 33 feet and the sidewalk width should be 12 feet, thus totaling up to a 45-foot half right-of-way width requirement. The half right-of-way width on Flower Street in front of the Project Site is 45 feet consisting of a half roadway width of 33 feet and a 12-foot wide sidewalk.

7<sup>th</sup> Street: Designated as a "Modified Avenue II", with a required right-of-way width of 80 feet. According to the Street Standards document, the half roadway width should be 28 feet, and the sidewalk width should be 12 feet, thus totaling up to a 40-foot half right-of-way width requirement. The existing half right-of-way width on 7<sup>th</sup> Street in front of the Project Site is 43 feet consisting of a half roadway width ranging from 33.1 to 32.9 feet and a sidewalk width ranging from 9.9 to 10.1 feet. The Applicant is requesting an approximate 2-foot dedication or sidewalk easement waiver (1.9-foot to 2.1-foot sidewalk widening or sidewalk easement) in lieu of providing a 12-foot sidewalk on 7<sup>th</sup> Street.

Hope Street: Designated as an "Avenue II", with a required right-of-way width of 86 feet. According to the Street Standards document, the half roadway width should be 28 feet, and the sidewalk width should be 15 feet, thus totaling up to a 43-foot half right-of-way width requirement. Additionally, there is a 3-foot sidewalk easement per the Downtown Street Standards plan. The existing half right-of-way width on Hope Street in front of the Project Site is 43 feet consisting of a half roadway width of 32.9 feet and a 10.1-foot sidewalk. The Applicant is requesting an approximate 5-foot sidewalk widening dedication or sidewalk easement waiver (4.9-foot sidewalk widening dedication or sidewalk easement) in lieu of providing a 15-foot sidewalk and a waiver of a 3-foot sidewalk easement on Hope Street.

8<sup>th</sup> Street: Designated as a "Modified Avenue II", with a required right-of-way width of 85 feet. According to the Street Standards document, the half roadway width should be 33 feet, and the sidewalk width should be 12 feet, thus totaling up to a 45-foot half right-of-way width requirement. Additionally, there is a 5-foot sidewalk easement per the Downtown Street Standards plan. The existing half right-of-way width on 8<sup>th</sup> Street in front of the Project Site is 43 feet consisting of a half roadway width of 33.1 feet and a 9.9-foot sidewalk. The Applicant is requesting an approximate 2-foot dedication waiver (2.1-foot dedication) in lieu of providing a 12-foot sidewalk and a waiver of a 5-foot sidewalk easement on 8<sup>th</sup> Street.

In addition, the Applicant is also requesting waivers of dedication to provide 15-foot by 15-foot corner cuts at the southeast intersection of 7<sup>th</sup> Street and Flower Street and at the southwest

intersection of 7<sup>th</sup> Street and Hope Street which would encroach upon the existing building to remain.

## **VII. PUBLIC TRANSPORTATION**

The Project Site is well served by an expansive bus and rail networks including the following bus routes and rail lines which are located adjacent to or across the street from the Project Site:

Torrance Transit Line 4X – West of the Project Site, at the corner of Flower Street and 7<sup>th</sup> Street, is a bus stop served by Torrance Transit Line 4X that provides service to and from Downtown Los Angeles to Torrance.

LADOT Commuter Express Line 409 – West of the Project Site, at the corner of Flower Street and 7<sup>th</sup> Street, is a bus stop served by LADOT Commuter Express Line 409 that provides service to and from Glendale, Montrose, Tujunga, Sunland, Lake View Terrace, and Sylmar.

LADOT Commuter Express Line 431 – South of the Project Site, at the corner of Flower Street and 8<sup>th</sup> Street, is a bus stop served by LADOT Commuter Express Line 431 that provides service to and from Downtown Los Angeles to Westwood.

LADOT Commuter Express Line 437A – South of the Project Site, at the corner of Flower Street and 8<sup>th</sup> Street, is a bus stop served by LADOT Commuter Express Line 437A that provides service to and from Downtown Los Angeles, Culver City, Marina Del Rey, and Venice.

LADOT Commuter Express Line 438 – West of the Project Site, across Flower Street, is a bus stop served by LADOT Commuter Express Line 438 that provides service to and from Downtown Los Angeles and Redondo Beach.

LADOT Commuter Express Line 448 – West of the Project Site, across Flower Street, is a bus stop served by LADOT Commuter Express Line 448 that provides service to and from Downtown Los Angeles to Rancho Palos Verdes.

LADOT Commuter Express Line 534 – West of the Project Site, across Flower Street, is a bus stop served by LADOT Commuter Express Line 534 that provides service to and from West Los Angeles and Downtown Los Angeles.

LADOT DASH Line A – Along Flower Street near 7<sup>th</sup> Street is a bus stop served by LADOT Dash Line A that provides downtown service to and from Little Tokyo and City West.

LADOT DASH Line B – Along 7<sup>th</sup> Street near Hope Street is a bus stop served by LADOT Dash Line B that provides downtown service to and from Chinatown and the Financial District.

LADOT DASH Line E – Along 7<sup>th</sup> Street near Flower Street is a bus stop served by LADOT Dash Line E that provides downtown service to and from Westlake/MacArthur Park and the Fashion District.

LADOT DASH Line F – Along Flower Street near 7<sup>th</sup> Street is a bus stop served by LADOT Dash Line F that provides downtown service to and from Westlake/MacArthur Park and the Fashion District.

Metro Local Line 51 – North of the Project Site, at the corner of 7<sup>th</sup> Street and Flower Street, is a bus stop served by Metro Local Line 51 that provides service to and from Compton, Harbor Gateway, Los Angeles, Downtown Los Angeles, Westlake, and Wilshire Center.

Metro Local Line 66 – South of the Project Site, at the corner of Flower Street and 8<sup>th</sup> Street, is a bus stop served by Metro Local Line 66 that provides service to and from Koreatown, Downtown Los Angeles, Boyle Heights, Commerce, and Montebello.

Metro Local Line 460 – West of the Project Site, across Flower Street, is a bus stop served by Metro Local Line 460 that provides service to and from Anaheim, Buena Park, Norwalk, and Los Angeles.

Metrolink Route 799 – South of the Project Site, at the corner of Flower Street and 8<sup>th</sup> Street, is a Metrolink station served by Route 799 that provides service to and from Santa Clarita and Downtown Los Angeles.

Metro J Line 910 (Silver Line) – West of the Project Site, across Flower Street, is a bus stop served by Metro J Line 910 that provides service to and from San Pedro, Harbor Gateway, Los Angeles, Downtown Los Angeles, and El Monte.

Metro A Rail Line 801 (Blue Line) – On the Project Site and along 7<sup>th</sup> Street, is a metro rail station served by Metro A Line 801 that provides service to and from Downtown Los Angeles, Los Angeles, Florence, Watts, Willowbrook, Compton, Carson, and Long Beach.

Metro B Rail Line 802 (Red Line) – On the Project Site and along 7<sup>th</sup> Street, is a metro rail station served by Metro B Line 802 that provides service to and from North Hollywood, Universal City, Hollywood, Los Angeles, and Downtown Los Angeles.

Metro D Rail Line 805 (Purple Line) – On the Project Site and along 7<sup>th</sup> Street, is a metro rail station served by Metro D Line 805 that provides service to and from Downtown Los Angeles, MacArthur Park, and Koreatown (Wilshire & Western). The Purple Line expansion will travel west through Mid-Wilshire, Century City, Westwood and the VA Hospital.

Metro E Rail Line 806 (Expo Line) – On the Project Site and along 7<sup>th</sup> Street, is a metro rail station served by Metro E Line 806 that provides service to and from Downtown Los Angeles, Exposition Park, Jefferson Park, West Adams, Culver City, Century City, West Los Angeles, and Santa Monica.

Secondary connections can be made via a transfer to the following rail lines:

(Metro Gold Line) provides service from Union Station to Citrus College in Glendora and Atlantic Boulevard in East LA.

(Metro Green Line) provides service from Willowbrook to Norwalk and to Redondo Beach.

**VIII. SUMMARY OF PREVIOUS ZONING CASES AND ORDINANCES**

**ZA-2019-0864-MPA**

Approved May 2, 2019

Conditionally approved plans to permit the sale and dispensing of a full line of alcoholic beverages for on-site consumption in conjunction with a restaurant (Joey Restaurant).

**ZA-2017-4720-MPA**

Approved March 9, 2018

Conditionally approved plans to permit the sale and dispensing of a full line of alcoholic beverages for on-site consumption in conjunction with a movie theatre and restaurant with live entertainment and patron dancing (Alamo Theater).

**CPC-2017-432-CPU-CA**

Case Under Consideration

Downtown LA Community Plan Update.

**ZA-2017-2459-MPA**

Approved January 3, 2018

Conditionally approved plans to permit the sale and dispensing of a full line of alcoholic beverages for on-site consumption in conjunction with a restaurant (Hatch Yakitori).

**ZA-2016-3156-MPA**

Approved March 13, 2017

700 S Flower Street, Unit G 140

Conditionally approved plans to permit the sale and dispensing of beer and wine for on-site consumption in conjunction with a proposed 1,728 square foot restaurant (The Urban Oven) in the C2-4D Zone.

**AA-2015-4638-PMEX**

March 11, 2016

Parcel Map Exemption. Adjustment of common lot lines between the parcels on the map dated February 11, 2016 at 711 S Hope Street & 700 S Flower Street to be exempt from a parcel map.

**ZA-2015-2961-MPA**

Approved February 26, 2016

700 W 7<sup>th</sup> Street #G760

Conditionally approved plans to permit the sale and dispensing of beer and wine for on-site consumption in conjunction with a proposed Starbuck's in the C2-4D Zone.

**AA-2015-4298-PMEX**

February 29, 2016

Parcel Map Exemption. Adjustment of common lot lines between the parcels on the map dated December 31, 2015, at 711 W 7<sup>th</sup> Street to be exempt from a parcel map.

**AA-2015-4221-PMEX**

February 29, 2016

Parcel Map Exemption. Adjustment of common lot lines between the parcels on the map dated December 31, 2015 at 700 S Flower Street & 711 S Hope Street to be exempt from a parcel map.

**ZA-2014-1149-MCUP-CUX**

Approved February 19, 2015

700 W 7<sup>th</sup> Street & 700 S Flower Street

A Master Conditional Use to permit the sale and dispensing of a full line of alcoholic beverages for on-site consumption in a maximum of 24 establishments and the sale of a full line of alcoholic beverages for off-site consumption in a maximum of four establishments; and, a Conditional Use to permit public dancing in a maximum of seven establishments, all in conjunction with the renovation and continued operation of a retail/office complex.

**ZA-2014-1072-MCUP**

Approved February 19, 2015

711 S Hope Street

A Master Conditional Use to permit the sale and dispensing for consideration of a full line of alcoholic beverages for on-site consumption in a maximum of seven establishments and the sale of a full line of alcoholic beverages for off-site consumption in a maximum of three establishments, all in conjunction with the renovation and continued operation of a hotel complex.

**CPC-2010-583-CA**

Approved July 7, 2010

Proposed ordinance to amend the LA Municipal Code to define the Downtown Design Guide Project Area.

**CPC-2010-213-CA**

Approved July 1, 2010

Proposed ordinance to amend to LA Municipal Code Article 4.5 to modify the authority and procedures for effectuating a Transfer of Floor Area Rights (TFAR) and make other technical changes to reflect the expiration of the Amended Central Business District Redevelopment Project Area, transferring jurisdiction for administering TFAR in applicable non-redevelopment project areas in the Central City Community Plan Area from the Community Redevelopment Agency (CRA/LA) to the Department of City Planning. It also amends the City's Administrative Code relating to the Public Benefit Payment Trust Fund to ensure consistency with the changes to LAMC Article 4.5. A provision revising the definition of buildable area for the purposes of calculating maximum permitted floor area for mixed use projects in transit station areas is also included.

**CPC-2008-4502-GPA**

Approved January 29, 2009

Recommends that the City Council adopt a General Plan Amendment re-designating selected streets from Major and Secondary Highways to Modified Major and Secondary Highways; and revise Chapter V of the Central City Community Plan text to incorporate Downtown Design Guide, Urban Design Standards and Guidelines.

**CPC-2005-1124-CA**

Approved June 7, 2005

Recommends that the City Council adopt a proposed ordinance requiring conformance of residential projects located both in a Redevelopment Project Area and in the commercial and residential planned areas of the Central City Community Plan to Design and Streetscape Guidelines. The Design and Streetscape Guidelines would be prepared and adopted by the CRA. Such guidelines were not adopted and therefore this case does not apply to the subject site.

**CPC-2005-1122-CA**

Approved June 7, 2005

Recommends that the City Council adopt a proposed ordinance establishing the Greater Downtown Housing Incentive Area provisions. Relevant area includes subject site.

**CPC-2005-361-CA**

Approved June 7, 2005

Recommends that the City Council adopt a proposed ordinance amending various sections of the Los Angeles Municipal Code updating the development standards for residential projects and incentivizing the production of new housing in the Central City Plan Area.

**VTT-53760**

July 2, 2003

Approved a Vesting Tentative Tract Map composed of two lots, located at 700 South Flower Street, 711 South Hope Street, 750 West 7th Street, and 715 West 8th Street for a maximum new IO-airspace lots, the abandonment and merger and resubdivision of the existing air space easements as shown on map stamp-dated October 7, 2002 in the Central City Community Plan area.

**ZA-2000-335-CUZ**

June 8, 2000

700 S Flower Street

Approves the expansion of a wireless telecommunications facility on an existing 33-story office building.

**ZA-1987-294-CUZ**

Approved September 12, 1997

700 S Flower Street

Conditionally approved the construction, use and maintenance of 18 dish antennas on the roof of the subject site.

**CPC-1986-606-GPC**

Approved September 3, 1987

Amendments to the General Plan throughout the Central City area to achieve consistency between the City's zoning and General Plan, in response to court order.

**CPC-1983-193-TDR**

Approved July 22, 1983

Transfer of development rights to facilitate the construction of a high-rise tower at 601 S Figueroa Street. This case applies to the northeast corner of the intersection between Hope Street and 8<sup>th</sup> Street as a donor site for this project. It does not apply to the subject site.

**CUZ-1981-150**

Approved July 17, 1981

700 S Flower Street

Authorizes the construction and maintenance of a satellite communications earth station for the transmitting and receiving of voice, data and visual image communications, with such station to be constructed partly within an existing office building, as well as on the roof of said structure.

**CPC-1973-24626**

Approved May 8, 1974

Approves the creation of a helicopter stop on the roof of a tower being built between Flower Street, Hope Street, 3<sup>rd</sup> Street, and 4<sup>th</sup> Street. Not related to subject site.

**CPC-1952-4026**

Approved December 27, 1971

Amended the LA Municipal Code to allow hotels and motels in the CM Zone, and to allow one guest room per each 500 square feet of lot area.

**YD-2218**

Approved September 17, 1945

720 S Flower Street

Yard variance granted to facilitate the construction of a medical clinic at 720 S Flower Street.

**YD-2217**

(Address not applicable to property site: 3926 Homer St.)

**ZA-1981-151**

(Address not applicable to property site: 8441 Telfair Ave.)

**ORD-164307-SA1915**

Approved December 21, 1988

Zoning ordinance for Downtown Los Angeles.

Subarea 1915: Zone Change from C5-4 to C2-4-D.

D Limitation: The total floor area contained in all buildings on a lot shall not exceed six (6) times the buildable area of lot, except for the following: (a) Projects approved under Section 418 (Transfer of Floor Area) of the Redevelopment Plan for the Central Business District Redevelopment Project; (b) Projects approved under Section 415 (Rehabilitation and/or Remodeling of Existing Buildings) or Section 416 (Replacement of Existing Buildings) of said Redevelopment Plan; (c) Projects for which a density variation 50,000 square feet or less is granted under Section 437 of said Redevelopment Plan; (d) Projects for which a density variation of more than 50,000 square feet was granted under Section 437 of said Redevelopment Plan prior to the effective date of this ordinance; (e) Projects approved pursuant to any procedure to regulate transfers of floor area as may be adopted by the City Council. The term "floor area" shall mean floor area as defined in Municipal Code Section 12.21.I-A.5 and 12.21.I-B.4.

**ORD-137036**

Approved July 31, 1968

Ordinance modifying parking requirements within the Downtown Business District, an area that includes the subject site.

**ORD-135901**

Approved January 19, 1968

Provides special parking regulations within a bounded area in Downtown Los Angeles – an area that includes the subject site.

**ORD-129944**

Approved April 29, 1965

Amends the LA Municipal Code to establish the boundaries of Fire District No. 1. Introduces new regulations on parapets.

**IX. GENERAL PLAN CONSISTENCY JUSTIFICATIONS**

The Project as designed is consistent with various elements and objectives of the General Plan. The site is not governed by a Specific Plan. The following will discuss the project's consistency with various elements of the General Plan including the Housing Element, the Mobility Element and the Central City Community Plan.

General Plan Framework

The Framework Element of the General Plan establishes general policies for the City of Los Angeles based on projected population growth. Land use, housing, urban form and neighborhood design, open space, economic development, transportation, infrastructure and public services are all addressed in the context of accommodating future City-wide population increases. The City's various land use "categories" are defined based on appropriate corresponding development standards including density, height, and use.

The General Plan Framework's Long-Range Diagram identifies the Project Site as located within the *Downtown Center* which is described as the "location for major cultural and entertainment facilities, hotels, high-rise residential towers, regional transportation facilities and the Convention Center." Generally, the Downtown Center is characterized by floor area ratios (FARs) of up to 13 to 1 and high-rise buildings. While acknowledging the importance of the downtown area's economic role in the regional economy, the Framework Element "emphasizes the development of new housing opportunities and services to enliven the downtown and capitalize on the diversity of the City's population." The Framework Element maintains the Downtown Center as the "primary economic, governmental, and social focal point of Los Angeles, while increasing its residential community. In this role, the Downtown Center will continue to accommodate the highest development densities in the city and function as the principal transportation hub for the region."

The Project Site is zoned C2-4D, encompasses a full city block, and is currently improved with the Existing Development known as The Bloc, which contains a mix of uses including office, hotel, retail, restaurants, theater, gym/fitness, medical office uses and associated parking. The Development Area, where the new tower will be constructed, is located on the southern half of the Project Site, is generally bounded by the footprint of the existing retail/parking podium.

The proposed 53-story tower would include 1 floor containing the residential lobby and relocated retail space, 3 floors of retail use, 8 floors with a parking use and residential storage, 37 floors of residential units, 2 amenity floors (on the podium roof level and the tower roof level), and 2 floors of mechanical uses. The Project will enclose the existing rooftop parking level of the existing 9-story parking/retail podium, will add two (2) new enclosed parking levels to the existing podium, increasing the podium to 12 stories. The new 53-story tower will be constructed within the podium and will extend 41-stories above the 12-story podium. The two existing basement levels below the podium building will be retained (Note: Level A, one of the basement levels used for parking, is not limited to the Development Area, but extends through the entire Project Site.).

The existing 9-story parking/retail podium includes five (5) stories of enclosed parking and one (1) open rooftop parking level; and four (4) stories of existing retail floor area. In addition, there is one (1) subterranean level of existing parking and one (1) subterranean level of loading area. Once the Project is complete, the podium will have two (2) stories of new parking atop the existing (1) one level of rooftop parking that would be enclosed, resulting in a 12-story podium. See Figure 4 on page 7 which references the podium level, the parking level and the use.

The Project is consistent with the following goals and objectives of the Land Use Chapter of the General Plan Framework:

**Goal 3A:** *A physically balanced distribution of land uses that contributes towards and facilitates the City's long-term fiscal and economic viability, revitalization of economically depressed areas, conservation of existing residential neighborhoods, equitable distribution of public resources, conservation of natural resources, provision of adequate infrastructure and public services, reduction of traffic congestion and improvement of air quality, enhancement of recreation and open space opportunities, assurance of environmental justice and a healthful living environment, and achievement of the vision for a more livable city.*

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

**Policy 3.1.1:** *Identify areas on the Long-Range Land Use Diagram and in the community plans sufficient for development of a diversity of uses that serve the needs of existing and future residents (housing, employment, retail, entertainment, cultural/institutional, educational, health, services, recreation, and similar uses), provide job opportunities, and support visitors and tourism.*

**Objective 3.2:** *Provide for the spatial distribution of development that promotes an improved quality of life by facilitating a reduction of vehicular trips, vehicle miles traveled, and air pollution.*

**Policy 3.2.1:** *Provide a pattern of development consisting of distinct districts, centers, boulevards, and neighborhoods that are differentiated by their functional role, scale, and character. This shall be accomplished by considering factors such as the existing concentration of use, community-oriented activity centers that currently or potentially service adjacent neighborhoods, and existing or potential public transit corridors and stations.*

**Objective 3.4:** Encourage new multi-family residential, retail commercial, and office development in the City's neighborhood districts, community, regional, and downtown centers as well as along primary transit corridors/boulevards, while at the same time conserving existing neighborhoods and related districts.

**Policy 3.4.1:** Conserve existing stable residential neighborhoods and encourage the majority of new commercial and mixed-use (integrated commercial and residential) developments to be located (a) in a network of neighborhood districts, community, regional and downtown centers, and mixed-use boulevards, in accordance with the Framework Long-Range Land Use Diagram.

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

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

**Goal 3K:** Transit stations to function as a primary focal point of the City's development.

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

**Policy 3.15.3:** Increase the density generally within one quarter mile of transit stations, determining appropriate locations based on consideration of the surrounding land use characteristics to improve their viability as new transit routes and stations are funded in according with Policy.

**Policy 3.15.4:** Design and site new development to promote pedestrian activity and provide adequate transitions with adjacent residential uses.

The Project is located in the vibrant Downtown Center, which the General Plan identifies as the proper location for new housing. The Project includes a diversity of well-balanced residential and commercial land uses. Existing commercial uses include office, hotel, retail, restaurants, theater, gym/fitness, medical office uses and parking. In addition to providing housing and employment, the Project will serve a variety of current and future needs of the people who use the Project Site, such as retail, entertainment, cultural/institutional, health, services and recreation. The Project would also serve the users of the nearby commercial and residential uses. The combination of the Project's 466 residential dwelling units, the Project Site's existing and future commercial uses and the nearby commercial and residential uses would create a synergy that will further activate the pedestrian realm and lessen traffic congestion and air pollution by providing to opportunity to reach common destinations with a walk or a short transit ride.

The General Plan identifies the Downtown Center for the highest development densities. The Framework Element also emphasizes the development of new housing opportunities and services

to enliven downtown. The Framework Element seeks to expand housing along with business, cultural entertainment, and other supporting uses. The Project Site is envisioned by the Framework Element as an appropriate location for a residential development that adds to the City's housing stock and increases business to the downtown area with the addition of Project's 466 residential units.

The Project would become part of the existing mixed-use neighborhood that includes a strong residential component which continues to grow with the development of more residential towers. The nearby existing residential uses include the Roosevelt Lofts, Hope Street Apartments, Gas Company Lofts, 655 Hope Condos, the Brockman Lofts, the 8<sup>th</sup> and Grand Apartments and the Skylofts. The nearby residential projects that have recently completed construction include the Brookfield Project on 8<sup>th</sup> Street, west of Figueroa, the Mitsui Project, on the northeast corner of Figueroa and 8<sup>th</sup> and a project on the northeast corner of 8<sup>th</sup> and Hope that is currently in the entitlement process.

The Framework Element recognizes that the Downtown Center functions as the principal transportation hub for the region, and as such, the Project's location in proximity to many transit options allows for residents to not only use mass transit in the downtown area, but to also access the vast network of bus and rail lines that operate throughout the greater Los Angeles area. The Project Site is in proximity to various Metro Rail lines. In fact, there is an entrance to the underground 7<sup>th</sup> Street/Metro Center Rail Station located on the Project Site, which provides direct access to the Metro A Line (Blue Line), the Metro B Line (Red Line), the Metro D Line (Purple Line), and the Metro E Line (Expo Line).

The Metro A Line provides service to and from Downtown Los Angeles, Los Angeles, Florence, Watts, Willowbrook, Compton, Carson, and Long Beach. The Metro B Line provides service to and from North Hollywood, Universal City, Hollywood, Los Angeles, and Downtown Los Angeles. The Metro D Line provides service to and from Downtown Los Angeles, Los Angeles, Hollywood, Universal City, and North Hollywood. The Metro E Line provides service to and from Downtown Los Angeles, Exposition Park, Jefferson Park, West Adams, Culver City, Century City, West Los Angeles, and Santa Monica.

The Project is also located adjacent to the expansive bus network that provides local and regional connectivity including Metro bus Lines 51, 66, 460, 799, the Silver Line, and LADOT Commuter Express Lines 409, 431, 437A, 438, 448, and 534 and several DASH lines.

The Project Site's advantageous proximity to the 7th St/Metro Center Rail Station and numerous bus lines epitomizes the Framework Element's vision of integrating Downtown Center density with public transportation infrastructure. The proposed 466 residential units further advance the Framework Element's call for the "Downtown Center [to] continue to accommodate the highest development densities in the City and function as the principal transportation hub for the region."

#### General Plan Housing Element

The Project is consistent with the following stated objectives of the 2021-2029 Housing Element:

***Goal 1: A City where housing production results in an ample supply of housing to create more equitable and affordable options that meet existing and projected needs.***

**Objective 1.1:** Forecast and plan for existing and projected housing needs over time with the intention of furthering Citywide Housing Priorities.

**Policy 1.1.2:** Plan for appropriate land use designations and density to accommodate an ample supply of housing units by type, cost, and size within the City to meet housing needs, according to Citywide Housing Priorities and the City's General Plan.

**Policy 1.1.4:** Plan for and provide sufficient services and amenities to support the existing and planned population.

**Policy 1.1.6:** Allocate citywide housing targets across Community Plan areas in a way that seeks to address patterns of racial and economic segregation, promote jobs/housing balance, provide ample housing opportunities, and affirmatively further fair housing.

**Policy 1.1.9:** Develop and integrate anti-displacement strategies that further Citywide Housing Priorities into land use and planning strategies.

**Policy 1.2.2:** Facilitate the construction of a range of different housing types that addresses the particular needs of the city's diverse households.

The Financial Core area is recognized in the Community Plan as an appropriate place for expanding the Downtown residential community in that it is viewed as a major component of efforts to revitalize Downtown. In its introductory section on "Residential" land use, the Community Plan asserts the following:

Continued economic and social vitality of Central City depends on the contributions of a stable population and vibrant, cohesive neighborhoods. Therefore, a primary objective of the Central City Plan is to facilitate the expansion of housing choices in order to attract new and economically and ethnically diverse households.

The Project preserves the existing housing stock and expands it within the Financial Core as it will not remove any existing residential units. Instead, the Project will provide 466 new residential units including 83 studio units, 203 one-bedroom units, 68 one-bedroom+ units, 100 two-bedroom units, and 12 three-bedroom units. The proposed unit mix advances the General Plan goal to provide a range of housing opportunities accessible to all residents. By adding residential units to a developed site without displacing any existing residential units, the Project creates a new opportunity for residential development within the downtown area in order to meet current and projected needs consistent with the adopted Housing Element.

The City's 2021-2029 Housing Element (adopted by the City Council on November 24, 2021) states that the population of Los Angeles is expected to increase by 8.15% during the 2020-2030 time period, with a population estimate of 4,337,394 residents in the City by the end of the Housing Element Cycle (2029).<sup>7</sup> This increasing population exacerbates an ongoing deficit between the growth of housing units and the existing unmet housing needs. As such, the City's new Regional

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<sup>7</sup> Page 42 of the City of Los Angeles 2021-2029 Housing Element.

Housing needs Assessment (RHNA) allocation is significantly higher this cycle. The City is expected to need an additional 456,643 new units through 2029.

The Housing Element of the General Plan encourages the production of housing, and the proposed Project is consistent with Goal 1 including several objectives and policies, stated above. In Chapter 6 “Housing Goals, Objectives, Policies and Programs,” the Housing Element proclaims that it is the “overall housing vision of the City of Los Angeles to create housing opportunities that enhance affordability, equity, livability and sustainability by remedying discriminatory housing practices and creating a city with a range of housing types, sizes, and costs in close proximity to jobs, transit, amenities, and services.”

The Project offers a range of unit types and sizes thereby providing a range of price points appropriate in the Downtown center. The Project will provide 466 new residential units including 83 studio units with an average unit size of 498 square feet, 203 one-bedroom units with an average unit size of 816 square feet, 68 one-bedroom+ units with an average unit size of 854 square feet, 100 two-bedroom unit with an average unit size of 1,196 square feet, and 12 three-bedroom units with an average unit size of 2,134 square feet. The proposed unit mix advances the General Plan goal to provide a range of housing opportunities accessible to all residents.

The Housing Element observes that the City continues to grow and with growth comes the need for more housing – not only more units, but a broader array of housing types to meet evolving household types and sizes. Growth and residential development must be accommodated in a sustainable way, while at the same time assuring all residents a high quality of life, a vibrant economy and accessibility to jobs, open space, and urban amenities.

The proposed Project is consistent with the City’s housing strategy that seeks to direct growth to transit-oriented centers and in strategic locations that offer opportunities related to jobs, transportation, and other amenities. As stated, the Project adds 466 new housing units and helps to address the housing shortage described in the Housing Element. Moreover, the new residential units are proposed for a desirable location with easy access to public transit, including the 7<sup>th</sup> Street/Metro Center Rail Station, via the on-site transit portal. The Project’s location is ideal as it is within walking distance to neighborhood serving uses such as parks, supermarkets and child care centers. Within 1,000 feet is Pershing Square, and Grand Hope Park, Ralph’s and Whole Foods. The Project is also located near child daycare centers such as Bright Horizons (550 S. Hope Street), , Hope Street Friends Kinder Care (330 S. Hope Street), and Cal Tot Childcare Center (300 S. Spring Street). It is also located near the former Staples Center (now known as Crypto.com Arena) as well as the Los Angeles Convention Center, which on their own, attract many people to the downtown area.

***Goal 3: A City in which housing creates healthy, livable, sustainable, and resilient communities that improve the lives of all Angelenos.***

***Objective 3.1: Use design to create a sense of place, promote health, foster community belonging, and promote racially and socially inclusive neighborhoods.***

***Policy 3.1.2: Promote new development that furthers Citywide Housing Priorities in balance with the existing architectural and cultural context.***

**Policy 3.1.3:** *Develop and implement design standards that promote quality residential development.*

**Policy 3.1.4:** *Site buildings and orient building features to maximize benefit of nearby amenities and minimize exposure to features that may result in negative health or environmental impacts.*

**Policy 3.1.5:** *Develop and implement environmentally sustainable urban design standards and pedestrian-centered improvements in development of a project and within the public and private realm such as shade trees, parkways and comfortable sidewalks.*

**Policy 3.1.7:** *Promote complete neighborhoods by planning for housing that includes open space, and other amenities.*

**Objective 3.2:** *Promote environmentally sustainable buildings and land use patterns that support a mix of uses, housing for various income levels and provide access to jobs, amenities, services and transportation options.*

**Policy 3.2.1:** *Promote the integration of housing with other compatible land uses at both the building and neighborhood level.*

**Policy 3.2.2:** *Promote new multi-family housing, particularly Affordable and mixed-income housing, in areas near transit, jobs and Higher Opportunity Areas, in order to facilitate a better jobs-housing balance, help shorten commutes, and reduce greenhouse gas emissions.*

**Policy 3.2.5:** *Promote and facilitate the reduction of water, energy, carbon and waste consumption in new and existing housing.*

**Policy 3.2.7:** *Provide environmentally sustainable development standards and incorporate sustainable best practice in building and zoning code updates.*

**Policy 3.2.8:** *Provide incentives and promote flexibility for the conversion of non-residential structures to new housing in order to reduce the carbon footprint resulting from demolition and new construction.*

**Policy 3.2.9:** *Consider accommodating new residential uses, including live/work and mixed use, in less-productive industrial, office, and commercial areas when the site can accommodate housing in keeping with citywide industrial land, jobs-housing and jobs preservation priorities, and when sites have been appropriately tested and remediated, if necessary*

The proposed Project promotes a sustainable neighborhood where the residential units are in proximity to jobs, amenities, services, and public transit. The proposed Project will add a total of 466 new residential units to the City's downtown housing stock, thereby promoting and facilitating an improved jobs/housing balance. Thus, the Project provides a premium housing location for current and future downtown employees.

The Project will be developed with a high quality design that respects and enhances the scale and character of the neighborhood. The Bloc new tower design concept is derived from its centralized location at various scales. At the macro scale its contextual position is surrounded by the hills to the north, the coast further west and southwest, and the growing expanse of southern California to the southeast. At the city scale, The Bloc's proposed 710-foot tall tower sits amongst the tallest structures within Downtown Los Angeles, within the perimeter created by the Interstate 10 and State Route 110 freeway, and US 101 freeway. At the building scale, the tower sits prominently at the heart of the existing The Bloc commercial development. The slender residential point tower and its relationship to both on-site and off-site surrounding towers allows access views of interest in all directions.

The main facade of the tower maximizes access to light and air with its expansive use of perimeter balconies and floor to ceiling glass which promote inside/outside living, maximizing the experience of Southern California weather. These balconies also double as self-shading structures to reduce solar heat gain at the building interior. At north facing units, balcony depths are reduced to maximize access to daylight and views. At the top, the tower crown is capped with a spiraling, petal-like gesture, creating a distinct and unique silhouette within the Downtown skyline.

Proposed materials, primarily glass and smooth, white metal panels, emphasize the gentle curvature and flowing lines of the tower and provide high quality and durable finish materials. The presence of a warmer, bronze-like material at select double height balcony soffits serve as accents to the tower's white balcony guardrails.

At the base, where the stem of the proposed tower transitions into the podium, an interior residential amenity space surrounds the building stem and then gives way to a large outdoor amenity space on Level 12. This area acts as both an outdoor amenity for residential occupants, as well as a visually attractive feature easily viewed from the surrounding high-rise buildings. Combined, the total open space area is approximately 54,750 square feet, of which 44,750 square feet would be exterior open space located on level 12 and the tower's roof terrace. A total of 117 trees will be planted throughout the site to provide shade and enhance the residents' experience in these two outdoor areas.

Consistent with the Downtown Design Guide, the Project will improve the sidewalk adjacent to the new residential lobby and relocated plaza pedestrian passageway on Hope Street with enhanced sidewalk paving and new trees thereby creating an inviting experience for all pedestrians including retail patrons, future residents, and Metro riders accessing The Bloc complex.

The tower would be designed and constructed to incorporate features to support and promote environmental sustainability. Green principles are incorporated throughout the Project to comply with the City's Green Building Code and the sustainability intent of the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) program to meet the standards of LEED Silver or equivalent green building standards. These include energy conservation, water conservation, and waste reduction features to support and promote environmental sustainability, including but not limited to: Energy Star appliances; plumbing fixtures (water closets and urinals) and fittings (faucets and showerheads) that comply with the performance requirements specified

in the City of Los Angeles Green Building Code; weather-based irrigation system; and water-efficient landscaping.

In addition, the Project would meet the City of Los Angeles Green Building Code Requirements for parking facilities capable of supporting future electric vehicle supply equipment (EVSE), as well as parking spaces equipped with electric vehicle (EV) charging stations.

#### Mobility Plan 2035

Approval of the Project, which would establish new residential units in proximity to mass transit options, would be consistent and harmonious with the purposes of the Mobility Plan 2035. Various modes of travel are encouraged by the Mobility Plan 2035, including walking, biking, and using public transit.

The Project is consistent with the following applicable policies of the Mobility Plan:

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

The Project design includes pedestrian enhancements, including enhanced sidewalk paving, five new replacement street trees in landscape tree wells, and short-term bicycle parking within a 190-foot portion of Hope Street. The Project would maintain existing pedestrian and bicycle access available to the Project Site and would provide pedestrian and bicycle access to the new residential tower via the residential lobby entrance along Hope Street. The Project is requesting waivers of dedication and improvement along all Project Site frontages, pursuant to LAMC Section 17.03 and 17.15, because the existing buildings on the Project Site preclude such dedication and improvements; however, the Project Site would maintain the existing sidewalk width along all Project frontages and continue to provide safe access for all users regardless of mode of choice. Further, the Project does not propose modifying, removing, or otherwise affecting existing off-site bicycle infrastructure, and the Project driveways are not proposed along a street with an existing bicycle facility. Additionally, the Project would provide for the installation of signalized alert systems at all four existing driveways, thereby reducing future pedestrian and vehicle conflicts.

***Policy 1.6: Design detour facilities to provide safe passage for all modes of travel during times of construction.***

While most of the construction activities are expected to be primarily contained within the boundaries of the Development Area, it is expected that construction fences may encroach into the public right-of-way and the sidewalk, and one travel lane on Hope Street would temporarily be utilized as a staging area for construction equipment and haul trucks adjacent to the Project Site. However, a Construction Traffic Management Plan (CTMP) would be implemented during Project construction, to ensure that adequate and safe access is available within and near the Project Site during construction activities. The public right-of-way would be maintained along the Flower Street, 7th Street, and 8th Street Project frontages throughout the construction period, and the haul truck and construction worker trips would be scheduled outside weekday peak traffic periods to the extent feasible. Appropriate construction traffic control measures (e.g., detour signage, delineators, etc.) would also be implemented, as necessary, to ensure emergency access to the Project Site and traffic flow is maintained. Therefore, the Project would provide safe passage for all modes of travel during construction.

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

The Project's proximity to jobs, restaurants, super markets, entertainment and cultural activities allow for and encourage walking as a central component of every trip. The Project is also proximate to the 7th Street/Metro Center Rail Station as well as numerous bus lines. Thus, the Project's ideal location provides opportunities for employees, guests, visitors, and residents to use public transit and to reduce vehicle trips.

Additionally, the Project Site is currently surrounded by ample and attractive tree-lined sidewalks that will remain, and a 190-foot portion along Hope Street, adjacent to the residential lobby will be enhanced. The proposed sidewalk improvements will include five landscape tree pits and enhanced sidewalk paving to mark the entry of the new tower and to upgrade the pedestrian experience. There are currently various pedestrian entrances to the Project Site, that provide safe and comfortable access points along Flower, 7<sup>th</sup> and Hope Streets. Future residents of the Project will have pedestrian access to the residential lobby located on the southern portion of Hope Street. Additionally, residents will have direct access to the various uses at The Bloc and the transit portal through a door at the rear of the residential lobby that leads to the open-air plaza. A pedestrian passageway to the Existing Development, the open-air plaza and the 7<sup>th</sup>/Metro rail station portal would be relocated to the north of its original location due to the new residential lobby on the ground level along Hope Street. There are three additional existing pedestrian passageways, one on Hope Street and two on Flower Street that provide a connection to the open air plaza and 7<sup>th</sup> Street.

***Policy 2.4: Provide a slow speed network of locally serving streets.***

Hope Street is designated as a Neighborhood Enhanced Network by the Mobility Plan. While this is a Citywide policy, the Project would develop residential uses near local serving retail uses and improve the pedestrian experience along Hope Street. Additionally, the Project would provide for the installation of signalized alert systems at all four existing driveways, thereby providing added safety for pedestrians and bicyclists.

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

There are currently Class II bicycle lanes on 7th Street adjacent to the Project Site. The Mobility Plan designates Flower Street as part of the Bicycle Lane Network adjacent to the Project Site; however, a schedule for implementation of a Tier 1 protected bicycle lane along Hope Street has not been established. While this is a Citywide policy, the Project would not interfere with future implementation of the bicycle infrastructure. The Project would provide infrastructure and services to encourage bicycling for residents and visitors to the Project Site. The Project would meet the required bicycle parking spaces through the provision of 22 short-term and 192 long-term bicycle parking spaces.

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

The Project would maintain the existing truck delivery area on-site accessed via 8th Street. The existing loading areas would meet the loading needs of all uses on the Project Site without disrupting operations within the public right-of-way. Therefore, the Project would not conflict with this policy.

***Policy 2.17: Carefully consider the overall implications (costs, character, safety, travel, infrastructure, environment) of widening a street before requiring the widening, even when the existing right of way does not include a curb and gutter or the resulting roadway would be less than the standard dimension.***

The Project does not propose modifications to widen any streets. The Project proposes waivers of dedications requirements, as discussed above in Policy 1.1.

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

The Project Site would include safe and accessible pedestrian, bicycle, and vehicular access. Specifically, the Project would support residents and visitors who choose to travel by automobile through the maintenance of access points along 8th Street, Flower Street, and Hope Street and the provision of adequate parking supply to serve demand. The Project would encourage transit usage by developing a high-density residential project adjacent to an existing shopping center with hotel and office uses and the Metro 7th Street/Metro Center Station, which is directly accessible through a portal located on the Project Site. The Project would also be located near several other transit options provided by Metro, LADOT DASH, LADOT CE, AVTA, Santa Monica BBB, Foothill Transit, OCTA, Montebello Bus Lines, and Torrance Transit. The Project would also provide 214 bicycle parking spaces (22 short-term and 192 long-term spaces) on-site to encourage non-motorized transportation.

The Project Site is located in the dense Financial Core which includes numerous jobs and services, including on-site commercial uses, within walking distance or a short transit ride. As such, residents would have the option to walk, ride bicycles or use public transit to access jobs, shopping, and entertainment options in the Downtown Center. Therefore, the Project would provide opportunities for the use of all modes of travel.

***Policy 3.2: Accommodate the needs of people with disabilities when modifying or installing infrastructure in the public right-of-way.***

The Project, which includes a 190-foot length mid-block sidewalk replacement in front of the proposed residential tower, would comply with the applicable LADOT standards and applicable requirements of the Americans with Disabilities Act (ADA) and would provide an accessible route connecting to existing pedestrian amenities at the east and west ends of the Project’s new sidewalk on Hope Street. No modifications to the existing infrastructure in the remaining portions of the Project Site (i.e., outside of the Development Area) or in the public right-of-way) would occur.

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

The Mobility Plan recognizes that neighborhoods with frequent, reliable transit service are the ideal place to cluster uses and services allowing residents to complete a number of errands within a single walk or bike trip. Likewise, the Mobility Plan observes that it makes sense for land uses situated near major transit stops to be of the intensity and type that attract a high number of transit riders. Situated in proximity to the majority of the region's rail network at the 7th Street/Metro Center Rail Station, and located within the Downtown Center, the Project is ideally located to satisfy the Mobility Plan's objective to reduce vehicular trips. Residents would be in closer proximity to jobs and other neighborhood services.

***Policy 3.4: Provide all residents, workers and visitors with affordable, efficient, convenient, and attractive transit services.***

As discussed in Policy 3.1., the Project would be well-served by public transit service within the vicinity. Specifically, the Project Site contains a portal to the Metro 7th Street/Metro Center Station, which provides access to the Metro B, D, A, and E Lines and is considered to be a hub for the regional rail network. The Project Site is also well-served by a variety of other transit options provided by Metro, LADOT DASH, LADOT CE, AVTA, Santa Monica BBB, Foothill Transit, OCTA, Montebello Bus Lines, and Torrance Transit. Thus, residents and visitors of the Project would be well-served by a variety of transit options that are affordable, efficient, and convenient to promote transit use and a reduction in vehicle trips.

***Policy 3.5: Support "first-mile, last-mile solutions" such as multi-modal transportation services, organizations, and activities in the areas around transit stations and major bus stops (transit stops) to maximize multi-modal connectivity and access for transit riders.***

The Project would support "first-mile, last mile solutions" by developing a high-density residential project located in an active Downtown area adjacent to multiple Metro bus stops and the Metro 7th Street/Metro Center Station portal on-site, with multiple pedestrian connections linking the Project Site to surrounding public sidewalks. Additionally, the Project design would encourage the use of transit and other alternative modes of transportation.

***Policy 3.8: Provide bicyclists with convenient, secure, and well-maintained bicycle parking facilities.***

The Project will provide the requisite number of short-term and long-term bicycle parking spaces for the new residential use per the LAMC requirements of the Bicycle Parking Ordinance. The Project proposes a total of 214 bicycle parking spaces including 22 short-term and 192 long-term spaces.

The location of the bicycle parking spaces is convenient and secure as they will be located both indoor and outdoor. Twelve of the short-term bicycle parking spaces will be located indoor and 10 of the short-term bicycle parking spaces will be located outdoor on the Plaza Level which has direct sidewalk and street access. The long-term bicycle parking stalls, bicycle storage and work area will be located on Level A with direct access through the residential lobby elevator. As such, the Project would provide convenient, secure, and well-maintained bicycle parking facilities.

***Policy 4.8: Encourage greater utilization of Transportation Demand Management (TDM) strategies to reduce dependence on single-occupancy vehicles.***

The Project design would include TDM strategies to reduce the number of single occupancy vehicle trips to the new residential development. This would include both short-term and long-term bicycle facilities in accordance with LAMC requirements and a reduced vehicle parking supply. The Reduced Parking Supply measure is included in the LADOT VMT Calculator Tool as a strategy to reduce the Project's VMT. As detailed in the CAPCOA TDM handbook, limiting the number of parking spaces creates a parking scarcity, and thus disincentivizes driving a personal vehicle as a mode of travel by reducing the convenience of driving.<sup>8</sup>

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

Pursuant to AB 2097, the Project is not required to provide any parking for residential or commercial uses. However, the Project would provide reduced parking that is sufficient to accommodate the Project's off-street parking demand as compared to current LAMC requirements. The Project would also maintain existing on street parking around the Project Site's street frontages.

The Project would recognize all modes of travel, including pedestrian, bicycle, transit, and vehicular modes, as integral components of the City's transportation system by providing safe and accessible pedestrian, bicycle, and vehicular access and easy access to transit. Although the Project would support residents and visitors who choose to travel by automobile through the maintenance of existing vehicular access points along 8th Street, Flower Street, and Hope Street and the provision of adequate parking supply to serve demand, the Project would encourage transit usage by developing a high-density residential tower adjacent to jobs; services, including the existing on-site commercial uses; and transit, such as the Metro 7th Street/Metro Center Station. Furthermore, the Project would provide 214 bicycle parking stalls (22 short-term and 192 long-term spaces) to encourage non-motorized transportation. Twelve of the short-term and all the long-term bicycle parking spaces would be located indoors and 10 of the short-term bicycle parking spaces would be located outside on the public sidewalk.

***Policy 4.14: Provide widespread, user-friendly information about mobility options and local destinations, delivered through a variety of channels including traditional signage and digital platforms.***

The proposed Sign District would include Digital Displays, non-digital Wall Signs, non-digital Identification Signs, and Digital Kiosks. The proposed Sign District would encompass the entire city block and provide coordinated and creative signage for The Bloc. The Sign District would ensure cohesion and compatibility with the surrounding land uses, facilitate distinct signage that would support and enhance the overall Project design, and contribute to the neighborhood's sense of place. The Sign District signs would allow restaurants and shops to be visually prominent from the surrounding streets by identifying the uses on the Project Site and by demarcating and enhancing the transit gateway to Downtown Los Angeles from the Metro 7th Street/Metro Center Station, which is considered to be a hub for the regional rail network. Most of the businesses within The Bloc have no street frontage, and the on-site Digital Display signs would inform the

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<sup>8</sup> California Air Pollution Control Officers Association, Handbook for Analyzing Greenhouse Gas Emission Reductions, Assessing Climate Vulnerabilities, and Advancing Health and Equity, December 2021.

public of the on-site uses. Signage would be important in identifying the many possible destinations and for navigating to adjacent streets. The proposed signage would orient residents, guests, visitors, employees, and transit users. The signage along the exterior façades would draw pedestrian attention to The Bloc and its diverse uses, including the Metro 7th Street/Metro Center Station, and encourage pedestrian connection between The Bloc and adjacent uses on all four street frontages.

***Policy 5.2: Support ways to reduce vehicle miles traveled (VMT) per capita.***

The Mobility Plan 2035 promotes a combination of sustainable approaches to reduce vehicle miles traveled. Land use policies are aimed at shortening the distance between housing, jobs, and services, thereby reducing the need to travel long distances daily. These policies also focus on offering more attractive non-vehicle alternatives, including transit, walking and bicycling. The Project would promote these sustainable approaches by locating housing in proximity to jobs, transit and services in a pedestrian-friendly environment. Residents of the Project would be encouraged to walk, bike ride and use transit to access the Downtown Center and surrounding areas.

As mentioned, the proposed Project is transit accessible and is very close to many bus transit lines, MTA rail lines (Metro Rail) and DASH service. One of the entrances to 7th Street/Metro Center Rail Station is located on the Project Site, which provides access to the Red, Purple, Blue, and Expo Lines and is considered the hub of the regional rail network, connecting passengers to Pasadena, East Los Angeles, Long Beach, Culver City, Santa Monica, Hollywood, Koreatown, and North Hollywood. The site is also served by the Silver Line which provides service to and from San Pedro, Harbor Gateway, Los Angeles, Downtown Los Angeles, and El Monte.

The Project Site is within walking distance to thousands of jobs in the downtown area. The City Council has acknowledged the area's unique proximity to jobs and housing by creating the Central City Parking District and the Exception Downtown Business District for projects in this area. Because numerous trips can be made by transit and walking, there is less need for a car in a downtown environment (a major attraction for people wishing to reside in residential units in the downtown area), and therefore, less of a need for parking spaces.

Given the location of the Project Site's proximity to jobs, services including the existing on-site commercial uses, and major transit corridors, it is possible for residents to forgo the use of personal vehicles for everyday living and commuting thereby reducing VMT per capita.

***Policy 5.4: Continue to encourage the adoption of low and zero emission fuel sources, new mobility technologies, and supporting infrastructure.***

While this policy applies to large-scale goals relative to fuel sources, technologies, and infrastructure, the Project would support and not conflict with this policy. The Project would facilitate the use of alternative-fuel, low-emitting, and fuel-efficient vehicles by providing parking facilities capable of supporting future EVSE, as well as parking spaces that are equipped with EV charging stations.

***Policy 5.5: Maximize opportunities to capture and infiltrate stormwater within the City's public rights-of-way.***

Construction activities would occur in accordance with City grading permit regulations and would implement an erosion control plan (Local SWPPP) during Project construction to minimize the discharge of pollutants in stormwater runoff. In addition, during operation, the Project is expected to include the installation of capture and reuse system as established by the LID Manual. The installed BMP systems would be designed with an internal bypass or overflow system to prevent upstream flooding due to large storm events. The stormwater, which bypasses the BMP systems, would be conveyed to an approved discharge point in the public right-of-way. Therefore, the Project would support the reduction of runoff entering the stormwater system and maximize opportunities to capture and reuse stormwater on-site.

### Central City Community Plan

The Project is consistent with the following objectives of the Central City Community Plan:

***Objective 1-2:*** *To increase the range of housing choices available to Downtown employees and residents.*

The Project Site is in the Financial Core area of the Central City Community Plan area, which was updated and adopted on January 28, 2003. The Financial Core area is recognized in the Community Plan as the place for expanding the Downtown residential community in that it is viewed as a major component of efforts to revitalize Downtown. In its introductory section on “Residential” land use, the Community Plan asserts the following:

Continued economic and social vitality of Central City depends on the contributions of a stable population and vibrant, cohesive neighborhoods. Therefore, a primary objective of the Central City Plan is to facilitate *the expansion of housing choices in order to attract new and economically and ethnically diverse households.*

The Plan also references the Downtown Strategic Plan which “recognizes the need to significantly increase the residential presence in the Central City community.” The property’s zoning is consistent with the land use designation, Regional Center Commercial, and supports high density residential development.

As mentioned, the proposed Project increases the range of housing available as it introduces 83 studios, 203 one-bedroom, 68 one-bedroom+, 100 two-bedroom, and 12 three-bedroom units to the downtown area, where many employees will seek housing. The average unit size is 498 square feet for studio units, 816 square feet for one-bedroom units, 854 square feet for one-bedroom+ units, 1,196 square feet for two-bedroom units, and 2,134 square feet for three-bedroom units. This is a total of 466 new residential units conveniently located near various Metro Rail lines, and a rich bus network including MTA’s Rapid and local bus lines and LADOT’s Commuter Express and DASH bus lines.

***Objective 1-3:*** *To foster residential development which can accommodate a full range of incomes.*

***Policies 1-3.1:*** *Encourage a cluster neighborhood design comprised of housing and services.*

**Program:** Cluster community facilities, such as elementary schools, day care centers, supermarkets, community police stations, meeting halls, and neighborhood parks to attract residents to Downtown and to create focal points for each neighborhood.

The Project reinforces and enhances the existing Downtown Center. The proposed Project brings new residential units to the Financial Core which is near the Historic Core, Bunker Hill and the Civic Center, thus placing residents within easy walking distance or a short Metro rail or bus ride away from the job rich environment in the Downtown area.

Additionally, the location of the residential project is ideal as it is within walking distance to neighborhood serving uses such as parks, supermarkets and child care centers. Within 1,000 feet is Pershing Square, and Grand Hope Park, Ralph's and Whole Foods. The Project is also located near child daycare centers such as Bright Horizons (550 S. Hope Street), , Hope Street Friends Kinder Care (330 S. Hope Street), and Cal Tot Childcare Center (300 S. Spring Street). It is also located near the Staples Center as well as the Los Angeles Convention Center, which on their own, attract many people to the downtown area.

The Community residential units to the existing Downtown housing stock will add more nighttime activity to enhance the 24-hour community where people both live and work.

**Policy 2-1.2:** *To maintain a safe, clean, attractive and lively environment.*

The Project would maximize the potential of the Project Site by facilitating a dense high-rise development with residential units that reinforces and enhances the existing commercial development as well as the larger Financial Core District through the introduction of new housing options. Not only will employees of existing businesses in the Central City area have new housing opportunities close to their places of employment, but the residents of the 466 new dwelling units will patronize businesses in the downtown area, contributing to the dynamic environment. More housing opportunities within walking distance of businesses and retail spaces downtown activates the streets with greater pedestrian traffic, and provides 24-hour "eyes on the street" contributing to a clean and safe environment. Thus, the Project will contribute to a safe, attractive, and lively environment of the Central City Community Plan area.

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

The Project would provide a variety of open space areas within the Project Site for the residents and their visitors, including approximately 54,750 square feet of open space, of which of which 44,750 square feet would be exterior open space. In addition, 13,600 square feet of the total exterior common open space would be landscaped. The Project would provide exterior and interior common open space for amenities on Levels 12 and 51 of the proposed high rise building. On the podium roof level (Level 12), approximately 41,250 square feet of residential exterior open space, consisting of a pool deck, lounge areas, and picnic areas with tables and seats, would be provided. Furthermore, a total of 8,000 square feet of interior residential amenity rooms, consisting of multi-purpose space, lounge areas, co-working areas, and a fitness area, would be provided on this level. On the roof level of the tower (Level 51), approximately 3,500 square feet of exterior open space, consisting of lounge and picnic areas and 2,000 square feet of interior multi-purpose space, would be provided. The Project would remove five street trees along Hope Street, none of which are considered to be protected by the City of Los Angeles Protected Tree

and Shrubs Ordinance No. 186,873. Five new replacement street trees in landscape tree wells are proposed within a 190-foot portion of Hope Street. In accordance with the LAMC, the Project would provide a total of 117 trees including approximately 60 trees on Level 12, 44 trees on Level 13, and 13 trees on Level 51.

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

The Project would introduce new residential units in the Downtown Center and in a City-designated TPA and a SCAG-designated HQTAs. The Project Site is well-served by the numerous transit options within the vicinity. Specifically, the Project Site contains a portal to the Metro 7th Street/Metro Center Station, which provides direct access to the Metro B, D, A, and E Lines and is considered a hub for the regional rail network. The Project Site is also well-served by a variety of public transit options provided by Metro, LADOT DASH, LADOT CE, AVTA, Santa Monica BBB, Foothill Transit, OCTA, Montebello Bus Lines, and Torrance Transit.

In addition to being located in a transit-rich area, the Project would further encourage pedestrian travel by introducing a new residential entrance, as well as a new storefront for relocated retail space and a relocated pedestrian passageway to the interior retail plaza, at the ground level along the Hope Street frontage of the existing podium building. The Project would also improve the pedestrian environment along Hope Street by providing enhanced sidewalk paving along a 190-foot portion of Hope Street, as well as five new replacement street trees. Furthermore, the Project's close proximity to nearby retail, restaurants, and jobs would also promote pedestrian and transit accessibility to these uses.

Therefore, the Project would provide opportunities to improve Downtown's pedestrian environment, recognizing the various alternative modes of transportation available in the immediate vicinity of the Project Site.

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

As provided in Section IV.G.2, Public Services—Police Protection, of the Draft EIR, the LAPD was consulted as part of the preparation of the Draft EIR (see Appendix H.2 of the Draft EIR). Additionally, as part of Project Design Feature POL-PF-7, upon completion of construction of the new building and prior to the issuance of a building permit for the new building, the Project Applicant will submit a diagram of the Development Area to the LAPD Central Area Commanding Officer that includes access routes and any additional information that might facilitate police response.

***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 police service, and to an increase in the quality of life.***

The Project would implement project design features that would promote individual and community safety, including, but not limited to, a dedicated security team for the residential tower;

a closed-circuit security camera system; and proper and sufficient lighting to promote safety and maximize visibility.

***Policy 11-1.1: Encourage rail connections and High Occupancy Vehicle (HOV) lanes that will serve the downtown traveler.***

The Project Site contains a pedestrian portal leading directly to the adjacent 7th Street/Metro Center Station which provides direct connections to Union Station.

***Objective 11-4: To take advantage of the district's easy access to two mass transit rail lines, the freeway system, and major boulevards that connect Downtown to the region.***

The Project Site is located in a City-designated TPA and a SCAG-designated HQTAs and is well-served by freeways (including SR-110) and several transit options within the vicinity. As previously discussed, the Project contains a portal to the Metro 7th Street/Metro Center Station, which provides direct access to the Metro B, D, A, and E Lines and is considered a hub for the regional rail network. The Project Site is also well-served by a variety of public transit options provided by Metro, LADOT DASH, LADOT CE, AVTA, Santa Monica BBB, Foothill Transit, OCTA, Montebello Bus Lines, and Torrance Transit. The Project would be consistent with the General Plan land use designation (Regional Center Commercial) and zoning (C2 4D) of the Project Site by intensifying urban development in an area planned for such intensification and take advantage of Downtown's easy access to mass transit facilities, the freeway system, and major boulevards that connect Downtown to the region.

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

***Policy 11-6.1: Preserve and enhance Central City's primary pedestrian-oriented streets and sidewalks and create a framework for the provision of additional pedestrian friendly streets and sidewalks which complement the unique qualities and character of the communities in Central City.***

The Project would enhance an existing pedestrian-oriented environment by locating high-density residential uses in proximity to public transit and by providing landscape and streetscape improvements along Hope Street. The Project would also provide lighting for pedestrians. Project lighting would incorporate low-level exterior lights on the building and along pathways for security and wayfinding purposes. In addition, low-level lighting to accent signage, architectural features, and landscaping elements would be incorporated within the Development Area to provide for efficient and effective lighting solutions that minimize light trespass from the Project Site. Outdoor lighting sources would be shielded away from adjacent properties to minimize impacts.

***Policy 11-7.1: Encourage transportation strategies that include parking and TDM policies and actions that increase ridesharing and give priority to visitor/shopper parking.***

The Project design incorporates TDM measures to reduce the number of single occupancy vehicle trips to the Project Site through reduced vehicle parking supply and providing both long- and short-term bicycle parking per LAMC.

Downtown Design Guide

The Project would not conflict with the applicable standards and guidelines of the Downtown Design Guide (DDG). Specifically, the Project would promote a more livable and sustainable Downtown by providing a cohesive design and relationship between the neighborhood, street, and proposed development.

Applicable standards and guidelines of the DDG are discussed in the following table:

Goals/Principles	Would the Project Conflict?
<b>SECTION 2: LIVABLE AND SUSTAINABLE DOWNTOWN</b>	
<b>A. Design Principles for District and Neighborhood Design</b>	
<p><b>Housing Choices.</b> Provide a wide range of housing types and price levels, including home ownership options, which bring people of diverse ages, ethnicities, household sizes and income levels into daily interaction.</p>	<p><b>No Conflict.</b> As previously discussed, the Project would provide a range of unit types. Specifically, the Project would provide 466 new multi-family residential units, consisting of 83 studios, 203 one-bedroom units, 68 one-bedroom units with dens, 100 two-bedroom units, and 12 three-bedroom units. As such, the Project would provide a wide range of housing types and price levels and would not conflict with this land use principle.</p>
<p><b>Transportation Choices.</b> Enable people to move around easily on foot, by bicycle, transit, and automobile. Accommodate cars when necessary and allow people to live easily without one.</p>	<p><b>No Conflict.</b> As previously discussed, the Project Site contains a portal to the Metro 7th Street/Metro Center Station, which provides direct access to the Metro B, D, A, and E Lines and is considered a hub for the regional rail network. The Project Site is also well-served by a variety of public transit options provided by Metro, LADOT DASH, LADOT CE, AVTA, Santa Monica BBB, Foothill Transit, OCTA, Montebello Bus Lines, and Torrance Transit. The availability and accessibility of public transit in the Project area are demonstrated by the Project Site's location within a City-designated TPA and a SCAG-designated HQT. In addition, the Project would promote use of bicycles by providing a total of 214 bicycle parking spaces for residential uses. The Project Site contains existing pedestrian access to the adjacent streets, except 8th Street, and would add new and enhanced pedestrian connections along Hope Street. As such, the Project would provide people with pathways to conveniently access transportation choices and allow for mobility without requiring an automobile. Therefore, the Project would not conflict with this design principle.</p>
<p><b>Shops and Services Within Walking Distance.</b> Provide shops and services for</p>	<p><b>No Conflict.</b> The Project would be developed on an urban infill site within a highly urbanized area in</p>

Goals/Principles	Would the Project Conflict?
<p>everyday needs, including groceries, day cares, cafes and restaurants, banks and pharmacies, within walking distance from home.</p>	<p>close proximity to services, shopping, amenities and transit. Specifically, the high-density multi-family residential uses would be integrated with an existing shopping center with hotel and office uses served by an existing parking facility. In addition, the Project would provide for relocated retail space with new storefront entries along the ground level. Thus, the new residential uses within the Project Site would have an abundance of access to shops and services within walking distance. Therefore, the Project would not conflict with this design principle.</p>
<p><b>Safe, Shared Streets.</b> Design streets not just for vehicles, but as usable outdoor space for walking, bicycling, and visual enjoyment.</p>	<p><b>No Conflict.</b> The Project would provide replacement street trees and enhanced sidewalk paving along a 190-foot portion of Hope Street to improve pedestrian travel and public use and does not propose changes to existing streets. The Project also proposes a Sign District for signage that would include digital displays, non-digital signs, and digital kiosks, among others, and including both on-site and off-site content, which would enhance the overall Project design and create a sense of place with a lively and exciting pedestrian experience along the Project’s frontages. Therefore, the Project would not conflict with this design principle.</p>
<p><b>Gathering Places.</b> Provide places for people to socialize, including parks, sidewalks, courtyards and plazas, which are combined with shops and services. Program places for events and gatherings.</p>	<p><b>No Conflict.</b> The northern portion of the Project Site (outside of the Development Area) includes a publicly accessible open-air plaza which is the central element of the existing development and contains access to most of the retail, restaurant, and fitness uses. The Project also includes approximately 54,750 square feet of open space for the residential use, of which of which 44,750 square feet would be exterior open space. Specifically, the Project would provide exterior and interior common open space for amenities on Levels 12 and 51 of the proposed high-rise building. On the podium roof level (Level 12), approximately 41,250 square feet of residential exterior open, including a pool deck, lounge areas, and picnic areas with tables and seats would be provided. Furthermore, a total of 8,000 square feet of interior residential amenity rooms would be provided on Level 12 consisting of multi-purpose space, lounge areas, co-working areas, and a fitness area. On the roof level of the tower (Level 51), approximately 3,500 square feet of</p>

Goals/Principles	Would the Project Conflict?
	<p>exterior open space consisting of lounge and picnic areas and 2,000 square feet of interior multi-purpose space would be provided. As such, the Project Site would provide several places for people to socialize. Therefore, the Project would not conflict with this design principle.</p>
<p><b>Active Recreation Areas.</b> Provide adequate public recreational open space, including joint use open space, within walking distance of residents.</p>	<p><b>No Conflict.</b> The Project would provide a variety of indoor and outdoor open space and recreational amenities for residents. While such areas would not be open to the public, the residents would have accessible and active recreation areas and would meet the Downtown Design Guide’s (DDG) intent to provide a livable and sustainable Downtown. Therefore, the Project would not conflict with this design principle.</p>
<p><b>Transit-Oriented.</b> Since all of Downtown is within walking distance of transit, design all projects as transit-oriented developments (TODs) that encourage resident, tenants and visitors to use transit.</p>	<p><b>No Conflict.</b> As mentioned above, the Project Site is located within a City-designated TPA and a SCAG-designated HQTA,<sup>9</sup> within which residents would have numerous transit choices to travel, including an on-site pedestrian portal to the Metro 7th Street /Metro Center Station. In addition, the high-density residential uses combined with the streetscape design of enhanced paving along Hope Street, a new residential entrance, as well as a new storefront for relocated retail space and a relocated pedestrian passageway to the interior retail plaza, would support the street interaction to promote walkability, reduce vehicle dependence, and the use of nearby transit. While the Project would require a TFAR and several other land use entitlements, it would be consistent with the General Plan land use designation (Regional Center Commercial) and zoning (C2-4D) of the Project Site. This would intensify urban development in an area planned for such intensification and would represent a transit-oriented development. Accordingly, the other factors identified above would encourage residents, tenants, and visitors to use transit. The Project would not conflict with this design principle.</p>

<sup>9</sup> SCAG, Connect SoCal, The 2020–2045 Regional Transportation Plan/Sustainable Communities Strategy, High Quality Transit Areas (2045), Exhibit 3.8.

Goals/Principles	Would the Project Conflict?
<p><b>Green Streets.</b> Design sidewalks, including street trees, parkways, tree wells and paving, to collect stormwater runoff, thereby contributing to sustainable Green Streets, thereby enhancing the value of the project. Design alleys and paseos to collect stormwater where feasible.</p>	<p><b>No Conflict.</b> The Project would include BMPs to collect, detain, treat, reuse, and/or discharge stormwater runoff. The Project would install a new storage tank with a submersible pump that would store stormwater runoff for use as drip irrigation for the planter areas on the upper and lower exterior amenity levels of the residential portion of the new building. The Project also includes new landscaped areas, including an 13,600 landscape area on the amenity deck that would reduce the impervious areas of the Project Site from 100 percent to 85 percent. Thus, the proposed BMPs would reduce the quantity and improve the quality of stormwater runoff generated onsite. Therefore, the Project would contribute to the reduction of runoff entering the stormwater system and to sustainable Green Streets. The Project would not conflict with this design principle.</p>
<p><b>B. Design Principles for Building Design</b></p>	
<p><b>Pedestrian-Oriented.</b> Support walkability through sensitive design of the site, building, and streetscape. Recognize individual projects are the “building blocks” of great streets and neighborhoods. This requires particular attention to the way the building meets the sidewalk, providing a transition to pedestrian scale and elements that activate the street.</p>	<p><b>No Conflict.</b> The Project would promote pedestrian activity by introducing a new residential entrance, as well as a new storefront for relocated retail space and a relocated pedestrian passageway to the interior retail plaza at the ground level along the Hope Street frontage of the existing podium building. The Project would also include enhanced sidewalk paving and five new replacement street trees in landscape tree wells within a 190-foot portion of Hope Street, adjacent to the Project Site, which would further activate the streetscape and improve the pedestrian environment. As previously noted, the proposed Sign District would activate and enhance pedestrian activity along the Project Site’s frontages. Therefore, the Project would not conflict with this design principle.</p>
<p><b>Transit-Oriented.</b> Orient projects to provide convenient access to the nearest transit options (Metro rail or bus, DASH) wherever possible.</p>	<p><b>No Conflict.</b> The Project Site contains a portal to the Metro 7th Street/Metro Center Station, which provides direct and convenient access to the Metro B, D, A, and E Lines and is considered a hub for the regional rail network. The Project Site is also well-served by a variety of public transit options provided by Metro, LADOT DASH, LADOT CE, AVTA, Santa Monica BBB, Foothill Transit, OCTA, Montebello Bus Lines, and Torrance Transit, which all provide bus stop locations within 0.25-mile walking distance</p>

Goals/Principles	Would the Project Conflict?
	from the Project Site. The Project would not conflict with this design principle.
<p><b>Multi-Modal.</b> Accommodate vehicular access and parking in a way that respects pedestrians and public spaces and contributes to the quality of the neighborhood.</p>	<p><b>No Conflict.</b> Vehicular access to the Site would continue to be provided from existing ingress/egress driveways at the southern portion of the Project Site, along Hope Street, 8th Street, and Flower Street. Primary pedestrian access to the Project Site would continue to be from 7th Street, with additional pedestrian entries along Flower Street and Hope Street. The pedestrian passageway on the southern portion of Hope Street would be relocated further north of its previous location due to the addition of the residential lobby. The pedestrian passageway closer to the hotel tower along Hope Street would remain in its current location. The Project would retain the two other existing pedestrian passageways along Flower Street. Additionally, as previously discussed, pursuant to Project Design Feature TR-PDF-2, the Project would provide for the installation of signalized alert systems at all four existing driveways, thereby reducing future pedestrian and vehicle conflicts. Furthermore, all vehicular access to the Project Site would be separate from the pedestrian and bicycle access points. Therefore, the Project would not conflict with this design principle.</p>
<p><b>Sensitive to Existing Structures.</b> Wherever possible, existing structures should be adaptively re-used and integrated into new projects to retain the architectural fabric of Downtown.</p>	<p><b>No Conflict.</b> The Project supports this design principle by developing a new high-rise residential tower that would be integrated within the existing mixed-use hotel and commercial development served by an existing parking facility. The new high-rise tower would be constructed within and above the existing parking/retail podium building. Therefore, the Project would not conflict with this design principle.</p>
<p><b>Sensitive to Historic Resources.</b> Respect historically significant districts and buildings, including massing and scale, and neighborhood context, while at the same time, encouraging innovative architectural design that expresses the identity of contemporary urban Los Angeles. Projects that preserve and rehabilitate historic structures must comply with the Secretary of the Interior’s Standards for Rehabilitation and other</p>	<p><b>No Conflict.</b> None of the buildings on the Project Site are considered historic resources as defined by CEQA, and direct impacts to historic resources would be less than significant. There are 20 historic resources in the Project vicinity, including 19 individual properties and one historic district (not all of these are officially designated historical resources). However, the Project Site comprises an entire City block, and all of these resources are separated from the Project Site by at least one street, and, in some cases, by intervening buildings. Although the Project</p>

Goals/Principles	Would the Project Conflict?
<p>applicable guidelines for historic structures, such as the Historic Downtown Los Angeles Design Guidelines.</p>	<p>would introduce increased height and density to the Project Site, the Project would not include result in the demolition, destruction, relocation, or alteration of any potential historical resource or its immediate surroundings, such that the significance of a historical resource would be materially impaired. Therefore, the Project would not result in a substantial adverse change in the significance of a historic resource and indirect impacts would be less than significant. As such, the Project would not conflict with this design principle.</p>
<p><b>Sustainable.</b> Produce efficient and creative solutions to move toward zero-carbon buildings. Include innovative technology and building design strategies to increase renewable energy production (solar and/or wind), water conservation, reduce energy use, waste, and automobile use. Incorporate on-site landscape elements that reduce energy use and enhance livability. Consider providing a green roof or white roof design strategies to reduce solar gain (which contributes to the urban heat island effect) and to reduce the quantity of water entering the storm drain system. Comply with the City’s Low-Impact Development (LID), Standard Urban Stormwater Mitigation Plan (SUSMP), and Green Building Ordinance and design buildings capable of achieving LEED™ Silver certification. Projects that include a hotel should participate in the California Green Lodging Program, California Seal Certification Program, or similar program.</p>	<p><b>No Conflict.</b> The Project would be designed and constructed to incorporate features to support and promote environmental sustainability. “Green” principles are incorporated throughout the Project to comply with the Los Angeles Green Building Code, which also incorporates various provisions of the CALGreen Code, and meet LEED Silver or equivalent building standards. These include energy conservation, water conservation, and waste reduction features and a pedestrian- and bicycle-friendly site design. The Project would also utilize sustainable planning and building strategies and incorporate the use of environmentally-friendly materials, such as non-toxic paints and recycled finish materials, whenever feasible. The sustainability features to be incorporated into the Project would include, but would not be limited to, Energy Star appliances; plumbing fixtures (water closets) and fittings (faucets and showerheads) that comply with the performance requirements specified in the Los Angeles Green Building Code; weather-based irrigation system; and water-efficient landscaping. The Project would also include energy-efficient lighting technologies and windows and doors designed for solar orientation. In addition, the Project would meet the Los Angeles Green Building Code Requirements for new parking facilities capable of supporting future EVSE, as well as parking spaces equipped with EV charging stations. The Project would be required to comply with the City’s LID ordinance. As part of the LID requirements, the Project would manage stormwater through a capture and reuse system. The Project would install a new storage tank with a submersible pump that would be designed to store stormwater runoff for use as drip irrigation for the planter areas on the lower and upper</p>

Goals/Principles	Would the Project Conflict?
	<p>levels of the new tower building. In the event that the proposed system becomes overwhelmed by a storm event, the collected runoff would be directed to an approved discharge point in the public right-of-way. Therefore, the Project would not conflict with this design principle.</p>
<p><b>SIDEWALKS AND SETBACKS</b></p>	
<p><b>A. Sidewalks</b></p>	
<p>Design sidewalks that are walkable and accommodate a variety of uses in the Walkway Zone.</p>	<p><b>No Conflict.</b> In accordance with Mobility Plan 2035’s Complete Streets Manual, the Sidewalk Zone is divided into two primary zones: (1) the Walkway Zone and (2) the Parkway Zone. The Walkway Zone is located adjacent to the property line and provides a clear path of travel for pedestrians and may accommodate outdoor dining and other commercial activity if there is adequate width. The Parkway Zone is located between the Walkway Zone and the face of curb and may include the parkway, convenience strip,<sup>10</sup> and the curb itself. Section 3.A.6 of the DDG states: “If no curbside parking or loading is provided, the convenience strip is not required.” Since there is no street parking along Hope Street, a convenience strip would not be required.</p> <p>The new residential lobby entrance would be located along Hope Street. A 190-foot portion of the existing sidewalk adjacent to the residential lobby would be improved with enhanced paving in the Walkway Zone, and five replacement trees would be planted in 4-foot by 10-foot tree wells in the sidewalk Parkway Zone. The existing sidewalk width on Hope Street is approximately 10 feet and consists of a 6-foot wide Walkway Zone and a 4-foot-wide Parkway Zone consistent with Table 3-1 of the DDG. In lieu of a continuous parkway, tree wells are proposed.</p> <p>Since the Project Site is currently built out to the property lines and the Project would not change the</p>

<sup>10</sup> A convenience strip is defined as an 18-inch-wide strip with a walkable surface, located behind the 6-inch curb to provide access to curbside parking where there is a non-walkable planted parkway or tree well.

Goals/Principles	Would the Project Conflict?
	<p>current location of the existing exterior walls or columns, the sidewalk easements on Hope Street required by the Downtown Street Standards cannot be provided due to the existing buildings to remain. As a result, sidewalks widths adjacent to the Development Area cannot be modified to comply with the right-of-way dimensions specified in the Downtown Street Standards. As such, pursuant to LAMC Sections 17.03 and 17.15, the Applicant is requesting approval of a Vesting Tentative Tract Map, specific sidewalk waivers, and waivers of all street dedications and sidewalk easements required by the Mobility Plan. Therefore, with approval of the entitlement requests, the Project would not conflict with the Downtown Street Standards sidewalk width requirements, and the Project would not conflict with this design principle.</p>
<p>Design sidewalks that incorporate green elements and collect stormwater through the Parkway Zone.</p> <p>Design continuous parkways to accommodate and support large street trees and to collect stormwater, where feasible.</p> <p>Where continuous parkways are not feasible, provide large street tree wells with gap-graded soil beneath the sidewalk.</p>	<p><b>No Conflict.</b> As discussed above, the Project would provide landscape tree wells with new replacement street trees within a 190-foot portion of the sidewalk Parkway Zone adjacent to the residential entrance along 8th Street. The street trees would comply with applicable requirements of the Urban Forestry Division of the City Department of Public Works. Therefore, the Project would not conflict with these design principles.</p>
<p><b>B. Setbacks</b></p>	
<p>Provide setbacks appropriate to the adjacent land use and district.</p>	<p><b>No Conflict.</b></p> <p>The Project Site is currently built out to the property lines and the Project would not change the current location of the existing exterior walls and associated setbacks. As such, the DDG provisions relating to setbacks do not apply. Therefore, the Project would not conflict with this design principle.</p>
<p><b>GROUND FLOOR TREATMENT</b></p>	
<p><b>A. Ground Floor Treatment Along All Streets</b></p>	
<p>Orient buildings to the street to promote sidewalk activity, with building entries</p>	<p><b>No Conflict.</b> Refer to the discussion under “Design Principles for District and Neighborhood Design,” “Sidewalks,” and “Setbacks.” The Project would</p>

Goals/Principles	Would the Project Conflict?
<p>located on the public street. Additional public entrances are encouraged.</p> <p>Incorporate a pedestrian-oriented scale at the street level, with strongly articulated street fronts and high-quality materials.</p> <p>Don't waste valuable street frontage on "back of house" uses associated with the proposed building.</p>	<p>support the DDG's design principle related to orienting buildings to the street and incorporating a pedestrian-oriented scale at the street level. Specifically, the Project would be designed to promote pedestrian activities along Hope Street, which is designated as a Retail Street. Specifically, the Project would introduce a new storefront for relocated retail space and a relocated pedestrian passageway to the retail plaza at the ground level along the Hope Street frontage of the existing podium building. The new residential lobby façade would be comprised of a clear glass storefront and accentuated doorframe with a colored metal trim. A stone-like material would clad the columns adjacent to the residential entry. These features would distinguish the new residential entry from the retail entry and pedestrian passageways along the same frontage. The new retail storefront entry and the relocated pedestrian passageway would be improved with lighting and signage to clearly mark the uses, distinguish them from the residential lobby entrance, and invite pedestrian access. The Project would feature high-quality finish materials on the ground-level façade and storefronts, which would create interest at the pedestrian scale. The Project would also improve the pedestrian experience along Hope Street by providing enhanced sidewalk paving along a 190-foot portion of Hope Street, as well as five new replacement street trees, further improving the pedestrian environment and promoting walkability for the community. Furthermore, consistent with the DDG, the Project would not waste valuable street frontage on back of house uses associated with the building. As noted above, the Hope Street frontage would feature a new residential lobby entrance, a new storefront for relocated retail space and a relocated pedestrian passageway to the retail plaza at the ground level along the Hope Street frontage of the existing podium building. Additionally, electrical transformers, mechanical equipment and other equipment would not be located along the ground floor street wall unless required by LADWP or other City agencies. Therefore, the Project would not conflict with the intent of this design principle.</p>

Goals/Principles	Would the Project Conflict?
<b>B. Ground Floor Treatment Along Retail Streets</b>	
<p>Ground floor spaces on designated Retail Streets shall be further enhanced for retail or other active uses, orienting tenant spaces to the street and maximizing storefronts and entries along the sidewalks to sustain street level interest and promote pedestrian traffic.</p>	<p><b>No Conflict.</b> All four streets adjacent to the Project Site (7th Street, Flower Street, 8th Street and Hope Street) are Retail Streets. The Project includes ground floor development only along a portion of Hope Street. As discussed above, the Project would be designed to promote pedestrian activities along Hope Street. Specifically, the Project would introduce a new storefront for relocated retail space and a relocated pedestrian passageway to the retail plaza at the ground level along the Hope Street frontage of the existing podium building. The new retail storefront entry and the relocated pedestrian passageway would be improved with lighting and signage to clearly mark the uses, distinguish them from the residential lobby entrance, and invite pedestrian access. The Project would feature high-quality finish materials on the ground-level façade and storefronts, which would create interest at the pedestrian scale. The Project would also improve the pedestrian experience along Hope Street by providing enhanced sidewalk paving along a 190-foot portion of Hope Street, as well as five new replacement street trees, further improving the pedestrian environment and promoting walkability for the community. Therefore, the Project would not conflict with this design principle.</p>
<b>PARKING AND ACCESS</b>	
<b>A. All Parking and Access</b>	
<p>Locate parking, loading, and vehicular circulation to minimize its visibility.</p>	<p><b>No Conflict.</b> As discussed in Section IV, Project Description, of this document, vehicular parking is currently provided within an existing nine-story parking/retail podium building and below grade levels. Specifically, the rooftop parking level of the existing nine-story commercial podium building would be enclosed, and two additional levels of parking would be added, increasing the podium to 12 stories. The design of the two new parking levels would be integrated seamlessly into the design of the existing parking/retail podium, which would complement the new tower design and minimizes the visibility of parking. Therefore, the Project would not conflict with this design principle.</p>
<p>Locate drop-off zones along the curb or within parking facilities to promote</p>	<p><b>No Conflict.</b> There would be no change to the parking access from the street level, and no new</p>

Goals/Principles	Would the Project Conflict?
sidewalk/street wall continuity and reduce conflicts with pedestrians.	drop-off zones are proposed as part of the Project. Additionally, the existing hotel port-cochere along Hope Street would remain unchanged. The hotel port-cochere is not associated with the new residential tower. Therefore, the Project would not conflict with this design principle.
Encourage the use of alternate modes of transportation by providing incentives for reduced automobile use.	<b>No Conflict.</b> The Project would encourage alternate modes of transportation by providing bicycle parking in accordance with the City’s Bicycle Parking Ordinance. The Project would also provide residents and their guests with convenient access to public transit. Specifically, as previously discussed, the Project Site also contains a portal that provides access to the Metro 7th Street/Metro Center Station, which is considered to be a hub for the regional rail network. Therefore, the Project would not conflict with this design principle.
Limit the number and width of curb cuts and vehicular entries to promote street wall continuity and reduce conflicts with pedestrians.	<b>No Conflict.</b> The Project would utilize existing driveways and would not add new vehicular access points. Therefore, the Project would not conflict with this design principle.
<b>MASSING AND STREET WALL</b>	
<b>A. Massing</b>	
Design building massing to reinforce the street wall with well-scaled elements or structures that are sensitive to the neighborhood context.	<b>No Conflict.</b> The new tower would extend through and above the 12-story podium and is designed to be integrated with the podium, appearing to be placed on top of the podium. The new tower would be set back from the existing parking/retail podium façade along Hope Street to maintain not the current scale of the podium in relation to pedestrian scale. The podium walls along Hope, 8th, and Flower Streets would remain in place maintaining a consistent street wall along all street frontages within the Development Area. As designed, the new tower would be appropriately scaled and would be consistent with similar towers in the Financial Core neighborhood. Therefore, this Project would not conflict with this design principle.
<b>B. Street Wall</b>	
On Retail Streets, design building walls along the sidewalk (Street Walls) to define	<b>No Conflict.</b> The DDG policies for street wall placement are not applicable to the Project because the site is built out, with the existing street walls

Goals/Principles	Would the Project Conflict?
<p>the street and to provide a comfortable scale for pedestrians.</p>	<p>along Hope Street, 8th Street and Flower Street constructed with no setback in the early 1970s, prior to the adoption of the DDG and the location of the streetwall locations would not be changed as part of the Project. No new or modified buildings are proposed along 7th Street. The DDG allows permitted street wall setbacks in the Financial Core to have a minimum average of zero feet or a minimum-maximum range from zero feet to 3 feet. See additional massing discussion above regarding the existing street wall design.</p> <p>As discussed in Table 6-1 of the DDG, a minimum 75-foot-tall street wall with 6 stories is required in the Financial Core. The existing 9-story podium building has a height of approximately 135 feet above the adjacent sidewalk. The Project's expanded 12-story podium building, which would include the existing 9-story podium, an enclosed roof-level parking, and 2 new levels of parking, would have a height of approximately 161 feet above the adjacent sidewalk. As such, the Project's street wall along Hope Street would comply with the minimum height requirement of 75 feet.</p> <p>Therefore, the Project would not conflict with this design principle.</p>
<p><b>C. Spacing</b></p>	
<p>Tower Spacing: The portion of a tower above 150 feet shall be spaced from all existing, proposed, or possible future towers, both on the same block and across the street.</p>	<p><b>No Conflict.</b> In accordance with the DDG, the portion of the Project tower above 150 feet would be spaced greater than 80 feet from development to the north within the same block. Specifically, the new tower would be located approximately 144 feet from the existing office tower and 105 feet from the existing hotel tower within the Project Site. With regard to surrounding towers, the tower would be approximately 150 feet from the proposed mixed-use tower on the northeast corner of 8th Street and Hope Street, and about 191 feet from the existing 8th &amp; Hope Apartments. Accordingly, the new tower would be consistent with the tower spacing guideline as it is farther than 80 feet from all on-site towers and towers across the street. Therefore, the Project would not conflict with this design principle.</p>

Goals/Principles	Would the Project Conflict?
Provide privacy and natural light and air for all residential units.	<b>No Conflict.</b> All residential units would have access to natural light and air. The tower façade would maximize access to light and air by providing private balconies and floor to ceiling windows, which promote inside/outside living. At north facing units, balcony depths would be reduced to maximize access to daylight and views. The dwelling units would have operable windows that would provide natural light and ventilation for all residential units. Therefore, the Project would not conflict with this design principle.
Windows should be staggered to maintain privacy between buildings. The shortest horizontal distance between building walls of residential buildings and towers should have, at a minimum, the “line-of-sight” distances from the middle of the windows.	<b>No Conflict.</b> The residential tower location would maximize privacy between buildings in the Downtown environment. The design principle would be taken into account with final building design. Therefore, the Project would not conflict with this design principle.
In dwelling units, operable windows shall be installed in all units to provide natural ventilation, unless when facing directly onto a freeway or as determined by DCP staff.	<b>No Conflict.</b> The dwelling units would have operable windows that would provide ventilation for residential units. Therefore, the Project would not conflict with this design principle
<b>D. Towers</b>	
Tower Massing. Towers should have slender massing and sound proportions.	<b>No Conflict.</b> The proposed tower would be designed to front along Hope Street and is adequately spaced from the existing Sheraton Grand Hotel located on the Project Site. The Project’s tower shape and massing is designed to be slender and more point like in plan. This is done in order to avoid creating a “wall-like” viewing condition across the downtown skyline. The slender proportions of the pointed tower would also allow for more light to penetrate through the development, casting a smaller shadow footprint to the ground. The slender, pointed-tower massing would also be in keeping with surrounding towers that are 400 feet or more in height (the Wilshire Grand being one the few exceptions in the area which sits at 73 stories).  The slender tower shape is also designed and positioned to allow a visual connection to the sky when viewed from The Bloc’s retail plaza fronting on 7th Street, maintaining access to daylight. Therefore, the Project would not conflict with this design principle.

Goals/Principles	Would the Project Conflict?
<p>Tower Form. Tower forms should appear simple yet elegant, and add an endearing sculptural form to the skyline.</p>	<p><b>No Conflict.</b> The new tower's façade would comprise a horizontal banding pattern created by the alternating solid balconies and recessed glazing. The tower's sculptural quality would be punctuated by the larger voids along the façade where there would be no balconies to create a secondary textured pattern. At the top, the tower crown would be capped with a spiraling, petal-like design, creating a distinct silhouette to add an endearing sculptural form to the Downtown skyline. Therefore, the Project would not conflict with this design principle.</p>
<p>Tower Form. Curtain walls for towers should vertically extend from the tower crown to the ground floor to accentuate the tower presence along the streetfront.</p>	<p><b>No Conflict.</b> The tower would extend through the existing podium building to the ground floor, but would have a storefront lobby to accentuate the tower presence along the street front. Therefore, the Project would not conflict with this design principle.</p>
<p>Tower Form. Towers should be designed to achieve a simple faceted geometry (employing varied floor plans), and exhibit big, simple moves. They should not appear overwrought or to have over-manipulated elements.</p>	<p><b>No Conflict.</b> The new tower would have an expanding floor plate, with varied floor plans, that would extend from the existing parking/retail podium with a narrow, tapering stem at the base. At the top, the tower crown would be capped with a spiraling design, creating a distinct silhouette that is not overwrought or over-manipulated. Therefore, the Project would not conflict with this design principle.</p>
<p>Tower Form. Towers should provide variety through subtle details in the curtain wall, and the articulation of a human-scaled base at the street level.</p>	<p><b>No Conflict.</b> The new tower's façade would provide variety with a horizontal banding pattern created by the alternating solid balconies and recessed glazing. A curtain wall is not proposed. The tower's sculptural quality would be punctuated by the larger voids along the façade where there would be no balconies to create a secondary textured pattern. The storefronts at the tower's ground level would create human-scale articulation. Therefore, the Project would not conflict with this design principle.</p>
<p>Tower Form. A tower's primary building entrances should be designed at a scale appropriate to the overall size and design of the tower and be clearly marked.</p>	<p><b>No Conflict.</b> The tower's primary building entrance would be at the ground level and would be clearly marked with two-story clear glass storefronts at the new residential lobby. Therefore, the Project would not conflict with this design principle.</p>
<p>Tower Form. A building's top should be delineated with a change of detail and meet the sky with a thinner form, or</p>	<p><b>No Conflict.</b> The new tower top would be capped with a spiraling design, creating a distinct silhouette to add an endearing sculptural form to the</p>

Goals/Principles	Would the Project Conflict?
<p>tapered overhang. Towers should have tapered sculptural crowns and make an appropriate contribution to the quality and character of the Downtown skyline. Flat roofs are not recommended.</p>	<p>Downtown skyline. Therefore, the Project would not conflict with this design principle.</p>
<p><b>SECTION 7: ON-SITE OPEN SPACE</b></p>	
<p><b>A. Open Space Network</b></p>	
<p>Establish a clear hierarchy of open spaces distinguished by design and function to create an connected pedestrian realm conducive to both active and passive uses, which may include the following typologies:</p> <ul style="list-style-type: none"> <li>• Streets: Streets are the most public of all open spaces. Streets communicate the quality of the public environment and the care a city has for its residents.</li> </ul>	<p><b>No Conflict.</b> The Project would remove five street trees along Hope Street, none of which are considered to be protected by the City of Los Angeles Protected Tree and Shrubs Ordinance No. 186,873. As previously discussed, five new replacement street trees in landscape tree wells are proposed within a 190-foot portion of Hope Street. Therefore, the Project would not conflict with these design principles.</p>
<ul style="list-style-type: none"> <li>• Roof and Podium Terraces: Roof terraces and gardens can augment open space and are especially encouraged in conjunction with hotels or residential uses.</li> </ul>	<p><b>No Conflict.</b> The Project would provide approximately 54,750 square feet of open space for the residential uses, of which of which 44,750 square feet would be exterior open space. In addition, 13,600 square feet of the total exterior common open space would be landscaped. Specifically, the Project would provide exterior and interior common open space for amenities on Levels 12 and 51 of the proposed high-rise building. On the podium roof level (Level 12), approximately 41,250 square feet of residential exterior open, including a pool deck, lounge areas, and picnic areas with tables and seats would be provided. Furthermore, a total of 8,000 square feet of interior residential amenity rooms would be provided on Level 12 consisting of multi-purpose space, lounge areas, co-working areas, and a fitness area. On the roof level of the tower (Level 51), approximately 3,500 square feet of exterior open space consisting of lounge and picnic areas and 2,000 square feet of interior multi-purpose space would be provided. In accordance with the LAMC, the Project would provide a total of 117 trees including approximately 60 trees on Level 12, 44 trees on Level 13, and 13 trees on Level 51. Therefore, the Project would not conflict with this design principle.</p>

Goals/Principles	Would the Project Conflict?
<b>B. Guidelines for all Open Spaces</b>	
All open spaces shall provide ADA-compliant walkways to ensure ease of access for all users.	<b>No Conflict.</b> All proposed open space would provide ADA-compliant walkways to ensure access for all users. Therefore, the Project would not conflict with this design guideline.
All open spaces should include or connect to at least one gathering space or focal element. Additional gathering spaces and focal elements are encouraged for larger open spaces or open spaces with meandering walkways.	<b>No Conflict.</b> The pool, outdoor area with seating and tables and the deck areas within the new Project tower would serve as focal points and gathering spaces for residents. Therefore, the Project would not conflict with this design guideline.
All public amenity spaces should provide signage at the open space entrance (whether adjacent to the sidewalk, at the building entrance or lobby, or individual entry into the open space). The signage shall include the phrase "Open to Public" and list the hours of operation. If the public amenity space is not directly accessible from the sidewalk, wayfinding signs should be placed at the building entrance and at stairwells/elevators of the primary circulation core.	<b>No Conflict.</b> The Project does not incorporate any new public amenity spaces. The pedestrian entrance to The Bloc along Hope Street would be relocated, and the relocated entrance would be clearly marked. Therefore, the Project would not conflict with this design guideline.
Provide publicly accessible open spaces at street level that provide pedestrian linkages throughout Downtown. Generally, to ensure accessibility, open spaces shall be provided at ground level, with up to 2 feet difference in elevation from the sidewalk, as listed in Table 7-1. Any changes in grade shall be gradual, with direct sight lines into the open space.	<b>No Conflict.</b> The Project site is built out at the street level and would not create any new ground level open space. However, the Project would include a relocated plaza pedestrian entrance at ground level along Hope Street, which would enhance the existing pedestrian linkages throughout the Project Site and Downtown. Final design of this relocated pedestrian entrance would take account of this guideline in light of the existing development on site. Therefore, the Project would not conflict with this design guideline.
Ensure open-air open spaces are landscaped to provide shade, aesthetics, and comfort for users.	<b>No Conflict.</b> The Project's residential open space would include approximately 44,750 square feet of exterior open space for residents, which would include approximately 13,600 square feet of landscaped exterior open space. Exterior residential open space would consist of approximately 41,250 square feet of residential exterior open space on the podium roof level (Level 12), consisting of a variety of amenities, such as a pool deck, lounge areas, and picnic areas with

Goals/Principles	Would the Project Conflict?
	<p>tables and seats, and approximately 3,500 square feet of exterior open space on the roof level of the tower (Level 51), consisting of uses such as lounge and picnic areas.</p> <p>The Project's open space plan is envisioned to provide multiple seating areas and walkways consistent with Table 7-1 that would be surrounded by landscaped areas to provide shade, aesthetics, and comfort for users. Therefore, the Project would not conflict with this design principle.</p>
<p>Non-movable or fixed seating should be placed with consideration to noontime sun and shade; deciduous trees should be planted as the most effective means of providing comfortable access to sun and shade.</p>	<p><b>No Conflict.</b> Final design of residential open space would take account of this guideline. Therefore, the Project would not conflict with this design guideline.</p>
<p>On above-grade open spaces including roof or podium terraces, building cut-outs, or residential courtyards, incorporate trees and other plantings in permanent and temporary planters that will shade, reduce reflective glare, and add interest to the space.</p>	<p><b>No Conflict.</b> Residential open space areas would include landscaped areas incorporating trees and other planting that would shade, reduce reflective glare, and add interest to the two outdoor spaces at the podium roof level and roof level of the new tower. On-site trees on the podium and roof levels would be anticipated to range from 15-foot to 60-foot box trees. Final design of open space would take account of this guideline. Therefore, the Project would not conflict with these design principles.</p>
<p>Landscape elements should support an easy transition between indoor and outdoor space through such means as well-sited and comfortable steps, shading devices and/or planters that mark building entrances, etc.</p>	<p><b>No Conflict.</b> Final landscaping design for the Project would take account of this guideline. Therefore, the Project would not conflict with this design guideline.</p>
<p>Landscape elements should establish scale and reinforce continuity between indoor and outdoor space. Mature canopy trees shall be provided within open spaces, especially along streets and required setbacks.</p>	<p><b>No Conflict.</b> Final landscaping design for the Project would take account of this guideline. Therefore, the Project would not conflict with this design guideline.</p>
<p>Landscape elements should provide scale, texture and color. A rich, coordinated palette of landscape elements that enhances the Development Site's identity is encouraged.</p>	<p><b>No Conflict.</b> Final landscaping design for the Project would take account of this guideline. Therefore, the Project would not conflict with this design guideline.</p>

Goals/Principles	Would the Project Conflict?
Landscaping should be used to screen or break up the mass of blank walls. For example, trees and shrubs may be planted in front of a blank wall where there is room or vines may be trained on the wall where space is limited.	<b>No Conflict.</b> Final landscaping design for the Project would take account of this guideline. Therefore, the Project would not conflict with this design guideline.
Open spaces should be designed with the character of outdoor rooms contained by buildings as listed in Table 7-1 by providing architectural features on any adjacent building walls.	<b>No Conflict.</b> Final landscaping design for the Project would take account of this guideline. Therefore, the Project would not conflict with this design guideline.
<b>C. Guidelines Based on Open Space Type</b>	
Design each of the on-site open spaces as listed in Table 7-1.	<b>No Conflict.</b> The exterior residential open space on the outdoor portion of the proposed podium terrace would be approximately 41,250 square feet, and the exterior residential open space on the roof level would be approximately 3,500 square feet. As such, both outdoor areas would comply with the minimum size and depth as listed in Table 7-1. Final landscaping design for the Project would take account of this guideline. Therefore, the Project would not conflict with this design principle.
<b>D. Exceptions</b>	
Provide adequate site landscaping and residential open space per Section 12.21.G. of the Zoning Code to serve residents. Certain provisions and exceptions may be permitted as described in this DDG section.	<b>No Conflict.</b> The Project is required to provide 51,700 square feet of open space but would be providing 54,750 square feet of open space. A total of 25 percent of the outdoor open space (11,188 square feet) is required to have landscaping. The Project would exceed the landscaping requirement by providing a total of 13,600 square feet of landscaped area. Therefore, the Project would not conflict with these design principles.
If a project is requesting a reduction in required open space, the project shall provide an amenity space that is accessible to the public and consistent with Table 7-1.	<b>No Conflict.</b> The Project is not requesting a reduction in required open space.
At least 50% of the required trees shall be canopy trees that shade open spaces, sidewalks and buildings.	<b>No Conflict.</b> Final landscaping design for the Project would take account of this guideline. Therefore, the Project would not conflict with this design guideline.

Goals/Principles	Would the Project Conflict?
<p>Any required trees that cannot be accommodated on-site may be planted off-site as approved by DCP through coordination with City Plants (a public-private partnership organization with the City of Los Angeles under the Board of Public Works) or similar organization as approved by DCP.</p>	<p><b>No Conflict.</b> It is anticipated that the Project would accommodate required trees on-site. However, the Final landscaping design for the Project would take account.</p>
<p><b>SECTION 8: Architectural Detail</b></p>	
<p><b>A. Organization of Architectural Features</b></p>	
<p>Architectural features shall be layered to emphasize certain features of the building such as entries, corners, common open spaces, public amenity spaces, and organization of units.</p>	<p><b>No Conflict.</b> The Project consists of the following new development or improvements visible from the exterior: the new tower, the Sign District signs, and, along Hope Street, the reconstructed façade of the parking/retail podium, the ground level façade of the residential lobby, the pedestrian tunnel, and the new storefront for relocated retail. The remaining portions of the existing parking/retail podium, as well as the existing hotel tower, office tower and retail uses facing the plaza and the plaza would remain unchanged.</p> <p>The new tower’s façade would be comprised of a horizontal banding pattern created by the alternating solid balconies and recessed glazing. The tower’s horizontal solid and void sculptural quality would be punctuated by the larger voids along the façade where there would be no balconies to create a secondary textured pattern, thus providing layering of architectural elements.</p> <p>At the top, the tower would be capped with a spiraling geometry, creating a distinct silhouette within the Downtown skyline.</p> <p>Based on the above, the Project would not conflict with this design principle.</p>
<p>Accentuate main building entries by creating a vertical break in the building wall.</p>	<p><b>No Conflict.</b> The vertical break in the Hope Street building wall at the entries to the residential lobby and new storefront of relocated retail would be comprised of the storefront’s vertical elements, the exposed concrete ground level columns and walls adjacent on both sides of the storefronts. Therefore, the Project would not conflict with this design principle.</p>

Goals/Principles	Would the Project Conflict?
<p>Alternate different textures, colors, materials, and distinctive architectural treatments to provide scale and three-dimensional qualities to the building and add visual interest while avoiding dull or repetitive façades.</p>	<p><b>No Conflict.</b> The main entrance to the new residential lobby would be located on Hope Street and would be accentuated and differentiated from the retail and plaza entries along the same frontage. The residential entrance would be designed with an accentuated doorframe with a colored metal trim and clear glass. Therefore, the Project would not conflict with this design principle.</p>
<p>Windows and doors shall be used as character-defining features to reflect an architectural style or theme consistent with other façade elements.</p>	<p><b>No Conflict.</b> The windows and door frames would have a contemporary design consistent with the contemporary style of the new tower. Therefore, the Project would not conflict with this design principle.</p>
<p><b>B. Horizontal and Vertical Variation</b></p>	
<p>Vary the plane of a building to provide visual interest and contribute to the quality and definition of the street wall. Apply horizontal architectural variations to break down the scale and massing of longer façades.</p>	<p><b>No Conflict.</b> The new tower has an expanding floor plate that extends from the existing parking/retail podium with a narrow, tapering stem at the base which creates a vertical break between the existing parking/retail podium and the new tower. The tower's façade would be differentiated from the existing parking/retail podium façade and the ground level retail and residential lobby entry. The new parking levels would be articulated with a perforated metal panel system with integrated vertical elements designed to seamlessly integrate with the existing podium façade. The two new parking levels would extend the height and further emphasize the building wall. The new tower's proposed materials are comprised primarily of glass and smooth white metal panels, which emphasize the curvature and flowing lines of the tower. The presence of a warmer, bronze-like material at select double height balcony soffits serve as accents to the tower. The sculptural quality of the metal panel balconies would provide architectural variation. At the base, where the stem of the proposed tower transitions into the podium, an enclosed shared residential amenity space surrounds the building stem and then gives way to an expansive landscaped roof top terrace, which would be an outdoor amenity for residential occupants. The tower crown would be capped off with a spiraling, rose bud geometry creating a distinct rooftop within the Downtown skyline.</p> <p>A key feature to the building's massing and orientation is its use of deep perimeter balconies. Not only do they provide access to private outdoor space</p>

Goals/Principles	Would the Project Conflict?
	for occupants, but balconies would also double as self-shading structures to reduce solar heat gain at the building interior. At north facing units, balcony depths are reduced to maximize access to daylight and views. The balconies create an interesting sculptural texture on the new tower façade. Therefore, the Project would not conflict with this design principle.
Design buildings with variation to clarify the building's uses.	<b>No Conflict.</b> The new tower includes balconies which signal a residential use. Therefore, the Project would not conflict with this design principle.
Employ a different architectural treatment on the ground floor façade than on the upper floors.	<b>No Conflict.</b> The new tower and the ground level façade of the residential lobby and relocated retail storefronts differ from the new tower finish materials. The residential lobby entrance would be designed with an accentuated doorframe with a colored metal trim and clear glass. The tower's proposed exterior finish materials would be primarily glass and smooth, white metal panels. Therefore, the Project would not conflict with this design principle.
Active street walls are required. While blank street wall façades are prohibited, an exception may be made for integration of public art or a graphic-based façade if it adds scale, interest, and character to an otherwise bland frontage, and contribute to an active streetscape. In these cases, the façade should be a maximum of four floors high, and should have horizontal variation in its surface plane (using cut outs, insets or pop-outs). It should employ different scaled elements when viewing the entire building massing and as viewed by pedestrians at a more intimate street scale.	<b>No Conflict.</b> The Project's ground level façade improvements on Hope Street would contain active storefronts for the residential lobby entry and the relocated retail use. Therefore, the Project would not conflict with this design principle.
Where appropriate, employ shade and shadow created by reveals, surface changes, overhangs and sunshades to provide sustainable benefits and visual interest on façades exposed to the sun.	<b>No Conflict.</b> The horizontal breaks between the parking/retail podium and the new tower and the new tower's balcony guardrails would create shadow lines. The balconies would provide shade to the balcony below. Therefore, the Project would not conflict with this design principle.

Goals/Principles	Would the Project Conflict?
<b>C. Materials</b>	
<p>Buildings shall aim for a “timeless design” and employ sustainable materials and careful detailing that have proven longevity.</p> <ol style="list-style-type: none"> <li>1. Feature long-lived and sustainable materials. The material palette should provide variety, reinforce massing and changes in the horizontal or vertical plane.</li> <li>2. Use especially durable materials on ground floor façades. Low-quality materials such as stucco, plaster, and EIFS are prohibited at the ground-floor along any streets, alleys, or public amenity spaces.</li> <li>3. Use especially high-quality durable materials on upper floor façades. Low-quality materials such as stucco, plaster, and EIFS are not permitted on exterior building façade facing streets, alleys, or public amenity spaces, except as minor detail components amounting to no more than 10 percent of any elevations above the ground floor.</li> <li>4. To provide visual variety and depth, layer the building skin to provide a variety of textures that bear a direct relationship to the building’s massing and structural elements. The skin should reinforce the integrity of the design concept and the building’s structural elements, and not appear as surface pastiche.</li> <li>5. Layering can also be achieved through extension of two adjacent building planes that are extended from the primary façade to provide a sculptural composition.</li> <li>6. The building’s skin, especially for towers, should be primarily transparent.</li> <li>7. Design curtain walls with detail and texture, while employing the highest quality materials.</li> </ol>	<p><b>No Conflict.</b> The Project’s exterior includes a new tower, the reconstructed façade of the parking/retail podium, the ground level façade of the residential lobby and new storefront for relocated retail along Hope Street and the Sign District signs w. The remaining portion of the existing parking/retail podium, the existing hotel tower, office tower and retail uses facing the plaza would remain unchanged.</p> <p>The tower’s proposed exterior finish materials, primarily glass and smooth, white metal panels, are high-quality and durable materials. A brick finish is proposed on the reconstructed parking/retail façade, similar to the existing brick finish. High-quality finish materials are proposed on the ground-level façade and storefronts. No stucco exterior finishes are proposed. The presence of a bronze-color material at select double height balcony soffits serve to punctuate the tower’s balcony guardrails and reinforces the horizontal articulation. The balconies, glazing and color accent provide the “layering” effect which results in an articulated and textured tower façade. The harmonious design and high quality and durable finish materials create a timeless design. Therefore, the Project would not conflict with this design principle.</p>

Goals/Principles	Would the Project Conflict?
<p>8. Design the color palette for a building to reinforce building identity and complement changes in the horizontal or vertical plane.</p>	
<p><b>D/E. Windows and Doors and Glazing</b></p>	
<p>Provide high-performance, well-detailed windows and doors that add to the depth and scale of the building's façade.</p> <p>Incorporate glazing that contributes to a warm, inviting environment.</p> <ol style="list-style-type: none"> <li>1. Window placement, size, material and style should help define a building's architectural style and integrity.</li> <li>2. In buildings other than curtain wall buildings, windows shall be recessed (set back) from the exterior building wall, except where inappropriate to the building's architectural style. Generally, the required recess may not be accomplished by the use of plant-ions around the window. See IMAGES below.</li> <li>3. Windows and doors shall be well-detailed where they meet the exterior wall to provide adequate weather protection and to create a shadow line.</li> </ol>	<p><b>No Conflict.</b> The tower's façade is comprised of floor to ceiling glazing with exposed slab edge (painted) where no balconies exist, and white metal panel guardrail (to match slab edge) where there are balconies. This design approach helps define the architectural style as contemporary.</p> <p>While a curtain wall is not proposed, the floor to ceiling windows would be flush with the edge of the floor plate slabs. The balcony guardrails would provide horizontal articulation which would create an effect of recessed glazing and a shadow line.</p> <p>The glazing and openings to the balconies would be well-detailed to provide adequate weather protection. Therefore, the Project would not conflict with this design principle.</p>

Goals/Principles	Would the Project Conflict?
<b>F. Lighting</b>	
<p>Provide well-designed architectural and landscape lighting integrated into the proposed project to create a sense of safety, encourage pedestrian activity after dark, and support Downtown’s vital nightlife.</p> <ol style="list-style-type: none"> <li>Each project should develop a system of lighting with layers that contribute to the night-time experience, including façade uplighting, sign and display window illumination, landscape, and streetscape lighting.</li> <li>Architectural lighting should be integrated with the building design and relate to the pedestrian and accentuate major architectural features.</li> <li>Tower crowns should have architecturally integrated lighting to enhance the tower’s presence in the skyline. Residential towers are not required to have crown lighting.</li> <li>Landscape lighting should be of a character and scale that relates to the pedestrian and highlights special landscape features.</li> </ol>	<p><b>No Conflict.</b> The Project’s exterior includes a new tower, the Sign District signs, and, along Hope Street, the reconstructed façade of the parking/retail podium, the ground level façade of the residential lobby and the new storefront for relocated retail. The remaining portion of the existing parking/retail podium, the existing hotel tower, office tower, retail uses facing the plaza and the plaza would remain unchanged.</p> <p>Project lighting would incorporate low-level exterior lights on the building and along pathways for security and wayfinding purposes and would be integrated with the overall Project’s lighting system. Project lighting would be provided at the new tower entry, at the new tower façade and the associated open space area on the amenity deck. Low-level lighting would also be used to highlight signage, architectural features, and landscaping elements throughout the Project Site. Project lighting would be designed to provide for efficient, effective, and aesthetically pleasing lighting that would minimize light trespass from the Project Site. As previously discussed, sufficient lighting of buildings and walkways, as well as parking areas, elevators, and lobbies; and entrances, spaces around buildings, would be provided. The Project lighting’s final design would take Section 8 Architectural Detail, F Lighting guidelines into account. Therefore, the Project would not conflict with this design principle.</p>
<b>H. Minimizing Impacts on Neighbors</b>	
<p>Architecturally incorporate or arrange roof top elements to screen equipment such as mechanical units, antennas, or satellite dishes.</p>	<p><b>No Conflict.</b> Mechanical equipment for the residential development would be provided within the basement level and, therefore, screened from public view. The final Project design would take this policy into account. Therefore, the Project would not conflict with this design principle.</p>
<p>Minimize glare upon adjacent properties and roadways.</p>	<p><b>No Conflict.</b> Daytime glare can result from sunlight reflecting from a shiny surface that would interfere with the performance of an off-site activity, such as the operation of a motor vehicle. The Project would feature a variety of surface materials, including glass, concrete, and metal. As part of the Project, glass used in building façades would include high-performance coatings, and the building shape would</p>

Goals/Principles	Would the Project Conflict?
	<p>be designed to minimize glare from reflected sunlight. Additionally, nighttime glare could result primarily from on-site illumination and vehicle headlights. The Project’s proposed Sign District would include illuminated signs, but signs would comply with the prescribed LAMC requirements for light trespass and the California Vehicle Code provisions regulating light sources that may cause glare and impair the vision of drivers. Furthermore, while headlights from vehicles entering and exiting the Project Site would be visible during the evening and nighttime hours, such lighting sources would be typical for the area and similar to existing conditions. Additionally, as discussed above, the rooftop parking level of the existing nine story parking/retail podium building would be enclosed, and two additional semi-enclosed levels of parking would be added. Therefore, the parking levels would be fully or semi-enclosed, and, therefore, vehicle movements would be screened from view and not add to existing light and glare conditions. Overall, the Project would be designed to minimize glare on adjacent properties and roadways; therefore, the Project would not conflict with this design principle.</p>
<p><b>SECTION 9: STREETScape IMPROVEMENTS</b></p>	
<p><b>B. Responsibilities of the Applicant</b></p>	
<p>Provide sidewalks, parkways, and walkways as specified in Section 3 (i.e., “Sidewalks and Setbacks”)</p>	<p><b>No Conflict.</b> Refer to Section 3 “Sidewalks and Setbacks,” above. The Applicant is proposing to provide enhanced sidewalk paving, replacement street trees and tree wells within the 190-foot portion of the sidewalk along Hope Street. If a Revocable Permit is required, the Applicant would execute the requisite maintenance-related covenant and agreements. Pedestrian lighting is not proposed. Therefore, the Project would not conflict with this design principle.</p>
<p><b>E. Consistency Between Old Entitlements and Current Standards</b></p>	
<p>1. Where previous entitlements differ from current standards, compliance with current standards should be flexible but meet the overall intent. When applying this guideline, the City shall take into account the existence of any vested rights pursuant to vested entitlements,</p>	<p><b>No Conflict.</b> The Project Site’s existing buildings are legal non-conforming and preclude any changes with respect to any additional right of way dedications.</p>

Goals/Principles	Would the Project Conflict?
such as a vesting tentative tract map and/or a development agreement.	
2. Required sidewalk widths must be provided by sidewalk easements, which must be designed as needed to match the improvements on the remaining sidewalk.	<b>No Conflict.</b> The Project Site's existing buildings are legal non-conforming and preclude any changes with respect to any additional right of way dedications.
<b>G. Paving Pattern</b>	
1. Projects must comply with the paving patterns required by a Streetscape Plan (for instance, Los Angeles Sports and Entertainment District, 7th Street, or Broadway Streetscape Plans).	The Project Site is not subject to a Streetscape Plan.
2. Special paving patterns at building entries are encouraged and require approval by BOE.	<b>No Conflict.</b> If the enhanced paving pattern on the 190-foot portion of the sidewalk along Hope Street is non-standard it would require BOE approval.  Therefore, the Project would not conflict with this design principle
<b>H. Street Trees</b>	
<p>Trees Species and Spacing; Planting Standards</p> <ol style="list-style-type: none"> <li>1. Street tree species shall be selected per the Master Street Tree List in Appendix B unless otherwise approved by DCP staff and UFD.</li> <li>2. Street trees shall be spaced not more than an average of 30 feet on center to provide a more-or-less continuous canopy along the sidewalk.</li> <li>3. Spacing from other elements shall be as specified by the UFD.</li> <li>4. Interspace varied street tree species along the sidewalk to ensure net benefits of continuous canopy and shade, aesthetics, and environmental benefits. Required street trees shall be shade trees. Palms may be planted between or in addition to required shade trees.</li> <li>5. Trees shall achieve a mature height, given site conditions, of at least 40 feet</li> </ol>	<b>No Conflict.</b> The Project would comply with the tree species and spacing and planting standards from the DDG. The replacement trees along Hope Street, within the 190-foot portion of the sidewalk to be improved would be California Sycamore trees. The Project would provide 36-inch box tree sizes and drought-tolerant plants within the Parkway Zone in tree wells along Hope Street. When a final design of the Project's 190-foot sidewalk improvements along Hope Street are prepared, the Section 9 Architectural Detail, H Street Trees guidelines will be taken into account. Therefore, the Project would not conflict with this design principle.

Goals/Principles	Would the Project Conflict?
<p>on Boulevards and Avenues and 30 feet on other streets with a mature canopy that can be pruned up to a height of 14 feet. Typically, street trees will achieve about two-thirds of the mature height specified in Sunset Garden Book.</p> <p>6. Plant minimum 36-inch box trees within parkways or tree wells as specified in Section 3. Smaller-sized trees such as 24-inch box trees may be planted along Parkway Zones that are less than 4 feet wide, or as required by UFD.</p> <p>7. Parkway shall be planted with drought-tolerant plants. Drought-tolerant plants that qualify as walkable surfaces include, but are not limited to, <i>Achille millefolium</i> (Yarrow), <i>Buchloe dactyloides UC Verde</i> (UC Verde Buffalo Grass), <i>Carex praegracilis</i> (California Field Sedge), <i>Carex pansa</i> (California Dune Sedge), and <i>Dymondia margaetae</i> (Dymondia) as listed in BOE Residential Parkway Landscaping Guidelines. Drought-tolerant plants may not be more than 2 feet tall. The areas within 2 feet of tree trunks or adjacent to curbside parking or loading shall be free of low-level planting as specified in Section 3.A.6-8. Tree wells may be planted with drought-tolerant walkable plants as listed in 9.H.7. Tree wells that are not planted with low-level plants shall be covered with decomposed granite per Standard Plan S-450.</p> <p>9. Where gap-graded (structural) soil is required by Section 3, it shall be installed to a depth of at least 30 inches below the required miscellaneous base material under the concrete sidewalk within 20 feet of any tree trunk centerline and for the entire length and width of the sidewalk adjacent to the project, except: 1) gap-graded soil is not required under</p>	

Goals/Principles	Would the Project Conflict?
<p>driveways and 2) adjacent to existing buildings, the existing soil should be excavated at a 2:1 slope away from the building wall or as required by the Department of Building and Safety to avoid shoring of the building footing.</p> <p>10. Irrigate the trees and landscaped parkways with an automatic irrigation system. In-line drip irrigation is preferred. Spray heads or bubblers installed per DPW standards may also be used provided they do not directly spray the tree trunks.</p> <p>11. Maintain and prune street trees as specified by the Urban Forestry Division, including: obtain a permit prior to pruning and adhere to International Society of Arboriculture (ISA) Tree Pruning Guidelines and American National Standards Institute (ANSI) A300 standards. "Topping" and "heading" of street trees are prohibited.</p>	
<p><b>SECTION 10: Signage</b></p>	
<p><b>A. Conceptual Sign Plan</b></p>	
<p>All projects over 50,000 square feet, or that have more than 50 residential units, shall submit a conceptual sign plan for the entire project during the entitlement phase.</p>	<p><b>No Conflict.</b> The Applicant requests the establishment of The Bloc Supplemental Use District, a "SN" Sign District, for the block bounded by Flower Street on the west, 8th Street on the south, Hope Street on the east, and 7th Street on the north, pursuant to existing Case No. CPC-2018-6388-SN, filed on October 31, 2018. The proposed Sign District includes a Conceptual Sign Plan consisting of architectural drawings and sign matrix that identify the 18 signs proposed by the Sign District, consisting of nine Digital Display Signs, three non-digital Wall Signs, and six non-digital Identification Signs. Digital Display Signs would include off-site advertising. Additionally, the Conceptual Sign Plan includes eight Digital Kiosks (three floor-mounted and five wall-mounted) that are considered to be signs under applicable City regulations. The Conceptual Sign Plan matrix identifies sign types, locations, maximum dimensions and other characteristics, and the architectural plans include</p>

Goals/Principles	Would the Project Conflict?
	schematic elevations of each building façade where signs are proposed.
<b>B. Signage Guidelines for all Sign Types</b>	
<p>Signs in Context</p> <ul style="list-style-type: none"> <li>Signs should be conceived as an integral part of the project design so as not to appear as an afterthought. All signs shall be integrated with the design of the project’s architecture and landscaping.</li> </ul>	<p><b>No Conflict.</b> The Sign District proposes signs that would be architecturally integrated into the design of the buildings. The Sign District includes Digital Display Signs that are rectangular in shape and are generally located on the existing development’s horizontal building element (horizontal band) that extends around the entirety of The Bloc. The horizontal band, with an exterior brick finish, is the datum that visually ties the office tower, hotel tower, and parking/retail podium together into one cohesive development. The bottom of the horizontal band is approximately 27 to 30 feet above the sidewalk grade. Locating the Digital Displays within the horizontal band organizes these signs in one zone that eliminates sign clutter and provides a consistent and coherent design. The Digital Displays have dark metal frames with a minimal profile that blend into the background. In addition, one non-digital wall sign is proposed within the horizontal band and two non-digital wall signs are proposed below the horizontal band located above the driveways. The non-digital identification signs are located at the top of the hotel tower, office tower, and new 53-story tower. Therefore, the Project would not conflict with this design principle.</p>
<ul style="list-style-type: none"> <li>The location, size, and appearance of signs should complement the building and should be in character with the Downtown district in which they are located. Compatibility shall be determined by the relationships of the elements of form, proportion, scale, color, materials, surface treatment, overall sign size and the size and style of lettering. The surrounding environment shall be comprised of other nearby signs, other elements of street and site furniture, and adjacent and surrounding properties, including residential areas.</li> </ul>	<p><b>No Conflict.</b> The proposed Sign District would encompass the entire city block and provide coordinated and creative signage. The Sign District would establish clear standards to ensure cohesion and compatibility with the surrounding land uses, facilitate distinct signage that would support and enhance the overall Project design, and create a sense of place, inviting access from the three street frontages that provide pedestrian connections to The Bloc’s interior. As discussed above, the signs would be architecturally integrated with and complement the existing buildings.</p> <p>The Sign District would help to identify the many retail and commercial uses within the Project Site, many of which do not have street frontage, and to highlight and establish The Bloc as a distinct Downtown destination. The proposed Sign District would</p>

Goals/Principles	Would the Project Conflict?
	<p>complement and support the neighboring 7th Street restaurant corridor, the Financial District office properties to the north, and the South Park mixed-use residential and commercial neighborhood and entertainment district to the south.</p> <p>The Sign District signs would allow restaurants and shops to be visually prominent from the surrounding streets by identifying the uses on the Project Site and by highlighting the transit gateway to Downtown Los Angeles from the Metro 7th Street/Metro Center Station. Most of the businesses within The Bloc have no street frontage, and the on-site Digital Display signs would inform the public of the on-site uses. The signs are intended for viewing primarily by pedestrians along the sidewalks, street frontages and from a longer distance, consistent with the DDG. Additionally, the signage program would complement the existing sign districts in the neighborhood, including the Wilshire Grand Center's Figueroa and Seventh Street Sign District (Ordinance 181,637, effective 5/21/2011) and the Figueroa and Olympic Sign District (Ordinance 182,200, effective on 9/12/2012), and would establish a unified identity for the Project Site. The Sign District would include both on-site and off-site content. Similar to Wilshire Grand Center's Sign District, The Bloc's proposed Sign District would be compatible with the Financial District neighborhood as the Project Site is located within the Convention Center/Arena Sphere of Influence.<sup>11</sup> The synergy of The Bloc's proximity to the Los Angeles Sports and Entertainment District and Convention Center, the complementary uses among the respective properties, and the signage would activate and enhance pedestrian activity.</p> <p>The proposed Sign District is also important to placemaking. While The Bloc is accessible to pedestrians and transit users from three street frontages (i.e., 7th Street, Flower Street, and Hope Street), The Bloc and its pedestrian access points are not easily visible or identifiable from many portions of adjacent streets. By adding distinct signage to the Bloc's perimeter, the Sign District would highlight The Bloc's location and entrances, facilitating and encouraging access to the site in the dense urban</p>

<sup>11</sup> See Figure 3 Convention Center/Arena Sphere of Influence map.

Goals/Principles	Would the Project Conflict?
	<p>environment. The proposed signage would also orient tourists, visitors, employees, and other pedestrians and transit users to the different uses on the Project Site, as well as to the portal to the Metro 7th Street/Metro Center Station, which serves as a regional hub, helping to establish a strong sense of place for The Bloc's open-air plaza and its diverse amenities. Therefore, the Project would not conflict with this design principle.</p>
<ul style="list-style-type: none"> <li>• Signs should respect residential uses within and adjacent to a project. The intent is to promote a more peaceful living environment without undue impacts upon residential uses. Small signs, no animation, limited lighting and shorter operating hours are appropriate where signs are visible from residences.</li> </ul>	<p><b>No Conflict.</b> The Sign District signs would be required to comply with the City's light trespass limitations. As shown in the Lighting Study, included as Appendix F of the Draft EIR, the light trespass illuminance from the signs as proposed would not exceed the LAMC threshold of 3 foot-candles (fc) at the property line, thus avoiding lighting impacts at residential use properties adjacent to the Project Site, and promoting a more peaceful living environment.<sup>12</sup> The Sign District also specifies nighttime lighting standards for all digital signs. Therefore, the Project would not conflict with this design principle.</p>
<p>Except in locations where street trees are not required, no signs shall be located between 14 feet above sidewalk elevation and 40 feet above sidewalk elevation to avoid conflicts with the tree canopy, except where the Applicant demonstrates that no conflict will occur.</p>	<p><b>No Conflict.</b> The Sign District would authorize signs within the 14-foot to 40-foot zone above the sidewalk, where the signs would be integrated with the development's horizontal band, a prominent architectural feature of the existing development. However, no conflict with street trees would occur. Much of the signage within the horizontal band would be located at street corners, not proximate to street trees. While some signage is located mid-block, such signs would be angled, and any signs located proximate to street trees would be visible from multiple locations along the street despite the proximity to street trees. Thus no conflict with street trees would occur. In addition, the DDG does not supersede regulations in Sign Districts, and provisions of adopted Sign Districts take precedence if there were a conflict with the DDG. Therefore, the Project would not conflict with this design principle.</p>
<p>Sign Illumination and Animation</p>	<p><b>No Conflict.</b> The proposed Sign District would establish illuminated signs that would reflect the individual character of the Financial Core District. The Sign District would include Digital Display Signs</p>

<sup>12</sup> Francis Krahe & Associates, The Bloc Sign Supplemental Use District Lighting Study, Los Angeles, California, April 11, 2023. See Appendix F of the Draft EIR.

Goals/Principles	Would the Project Conflict?
<ul style="list-style-type: none"> <li>• Illuminated signs that reflect the individual character of the Downtown districts.</li> </ul>	<p>and Digital Kiosks that would be internally illuminated. The Sign District would also include non-digital Wall Signs as well as non-digital Identification Signs, that would be internally and externally illuminated. These types of illuminated signs are consistent with lighting for other prominent development in the Financial District, such as the Library Tower, Citicorp Center, the Gas Company Tower, the AT&amp;T Building, the twin towers of Arco Plaza, the Fig@7th shopping mall/office complex, the Wilshire Grand Center, 700 W. 9th Street, and the 717 Olympic apartments, which have similar sign lighting. Therefore, the Project would not conflict with this design principle.</p>
<ul style="list-style-type: none"> <li>• Signs shall use appropriate means of illumination. These include: neon tubes, fiber optics, incandescent lamps, cathode ray tubes, shielded spotlights and wall wash fixtures.</li> </ul>	<p><b>No Conflict.</b> The proposed Sign District would include Digital Display Signs and Digital Kiosks that would be internally illuminated. The non-digital Wall Signs as well as non-digital Identification Signs would be internally and externally illuminated. All signs would use appropriate means of illumination, similar to other Sign Districts in the area, and lighting would be regulated by the Sign District. Therefore, the Project would not conflict with this design principle.</p>
<ul style="list-style-type: none"> <li>• 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. Signs for 24-hour uses, such as hotels, are exempt from these limited hours of illumination.</li> </ul>	<p>The Sign District's Identification Signs at the top of the office tower, hotel tower and residential tower would be illuminated overnight as is typical for this type of sign. The hotel tower and residential tower are 24-hour uses and would be exempt from this provision. The Sign District would also include off-site signage, which is not associated with a specific on-site business. However, all proposed signs would comply with applicable illumination standards and regulations established by the requested Sign District, including hours of operation. The DDG does not supersede regulations in Sign Districts, and provisions of adopted Sign Districts take precedence if there were a conflict with the DDG. Therefore, the Project would not conflict with this design principle.</p>
<p><b>C. Signage Guidelines By Placement Zone</b></p>	
<p>Pedestrian Signs</p>	<p><b>No Conflict.</b> As discussed above, the Sign District would establish clear standards to ensure cohesion and compatibility with the surrounding land uses,</p>

Goals/Principles	Would the Project Conflict?
<ul style="list-style-type: none"> <li>• Signage should reinforce the identity of the project and be visible from the most prominent public corner or frontage.</li> <li>• Signage should identify the main/visitor entrance or lobby, resident or visitor parking, community facilities, major amenities and commercial uses.</li> <li>• Pedestrian signs should be appropriately scaled from the primary viewing audience.</li> <li>• The location, size, and appearance of tenant identification signs should contribute to street activity and enhance the street-level experience that is appropriate to each Downtown district or neighborhood.</li> </ul>	<p>facilitate distinct signage that would support and enhance the overall Project design, and create a sense of place and enhanced pedestrian experience along the three street frontages that provide pedestrian connections to The Bloc’s interior.</p> <p>The proposed signs would allow restaurants and shops to be visually prominent from the surrounding streets by identifying the uses on the Project Site and by demarcating and enhancing the transit gateway to Downtown Los Angeles from the Metro 7th Street/Metro Center Station. Signage would also mark the secondary pedestrian entries to the Project Site located along Flower and Hope Streets. Signage would be important in identifying the variety of commercial tenants, and for navigating to adjacent streets.</p> <p>The signs are intended for viewing primarily by pedestrians along the sidewalks, street frontages, and from a longer distance, consistent with the DDG. The Sign District would not include traditional tenant signs located above the individual business’ entry doors and instead would provide signs along the perimeter of the Project Site.</p> <p>The proposed Sign District would provide signs that would establish the Project Site as a primary mixed-use hub and a gateway to the Metro 7th/Metro Center Station. The Sign District would help to identify the many retail and commercial tenants, many of which do not have street frontage, and to highlight and establish The Bloc as a distinct Downtown destination in which to live, work, shop, or stay. The proposed Sign District would complement and support the neighboring 7th Street restaurant corridor, the bustling Financial District office properties to its north, and the emerging South Park mixed-use residential and commercial neighborhood and entertainment district to its south.</p> <p>The proposed Sign District would include signs that would contribute to the street activity and enhance the street-level experience in an active area of Downtown Los Angeles surrounded by several destinations, including 24-hour hotel uses, restaurants, shops, and within close proximity to the Los Angeles Convention Center, Crypto.com Arena, and L.A. Live.</p>

Goals/Principles	Would the Project Conflict?
	Therefore, with the approval of the entitlement requests, the Project would not conflict with these design principles.
<p>Tall Building Signs</p> <ul style="list-style-type: none"> <li>• Tall Building Signs must be located between the top of the windows on the topmost floor and the top of the roof parapet or within an area 16 feet below the top of the roof parapet. On buildings with stepped, non-flat, or otherwise articulated tops, Tall Building Signs may be located within an area 16 feet below the top of the building or within an area 16 feet below the top of the parapet of the main portion of the building below the stepped or articulated top. Tall Building Signs must be located on a wall and may not be located on a roof, including a sloping roof, and may not block any windows.</li> <li>• A Tall Building Sign may not occupy more than 50% of the area in which the sign may be located on a single building face or 800 square feet, whichever is less and may include only a single line of text.</li> <li>• A building may have no more than two Tall Building Signs on any two sides of the building.</li> <li>• Tall Building Signs must be constructed of high quality, durable materials that are compatible with the building materials.</li> <li>• To the extent feasible, Tall Building Signs shall not be oriented toward nearby residential neighborhoods.</li> <li>• Tall Building Signs shall be designed to be changed over time.</li> </ul>	<p><b>No Conflict.</b> The SUD’s tall building signs are referred to as Sign District Identification Signs. The proposed Sign District Identification Signs/Tall Building Signs at the existing office building conform to the DDG standard. The proposed Sign District would regulate permissible signage, and, pursuant to the policies of the DDG, the Sign District regulations would take precedence if there were a conflict with the DDG in relation to the DDG’s regulation of Tall Building Signs.</p> <p>The rooftop of the office building is flat. As such, the two proposed Sign District Identification Signs located at the top of the office building would be placed within an area 16 feet below the top of the roof parapet.</p> <p>The rooftop of the proposed 53-story tower would be articulated and non-flat. The rooftop of the hotel building is articulated and not flat. The hotel roof level is cylindrical and architecturally different from the hotel’s main tower structure with active floor area consisting of a club lounge and fitness center for hotel guests to use. The proposed Sign District would regulate the area in which Tall Building signs are permitted for this new tower and the hotel tower, consistent with the overall intent of the DDG of prioritizing signs that are uniform and restrained in size, proportion and location and are also well-integrated into the building design.</p> <p>The proposed Identification Signs (Sign Nos. BDE-12, BDE-13, and BDE-14) located at the top of the new 53-story tower and the hotel’s Identification sign (Sign No. BDE-11) may be located outside the area that is 16 feet below the top of the roof parapet but would be authorized by the proposed Sign District ordinance, which includes regulations to ensure clarity and achieve the DDG intent of prioritizing signs that are uniform and restrained in size, proportion, and location and are also well-integrated into the building design.</p> <p>, The Sign District would authorize two Identification Signs on the hotel building (one existing and one proposed), two Identification Signs on two adjacent</p>

Goals/Principles	Would the Project Conflict?
	<p>façades on the office building, and three Identification Signs on three of the four façades of the new 53-story tower that are identical in design. The Sign District would authorize Identification Signs with areas greater than 800 square feet. Identification Sign located outside the area within 16 feet of the top of the parapet but limited by the proposed Sign District regulations to achieve the intent of prioritizing signs that are uniform and restrained in size, proportion and location and are also well-integrated into the building design. The Sign District would authorize three signs with one line of text and one logo (Sign Nos. BDE-09, BDE-10, BDE-11 and three signs with more than one line of text (Sign Nos. BDE-12, BDE-13, BDE-14.</p> <p>The proposed Identification Signs on the office building, hotel building, and the new 53-story tower would be constructed of high-quality, durable materials that are compatible with the building materials.</p> <p>The proposed Identification Signs on the office building, hotel building, and the new 53-story tower would face all four street frontages. The Bloc Development is a mixed-use project and is located in a mixed-use area. The Project Site and vicinity have a zone designation of C2-4D. As such, the surrounding area consists of a mix of residential and commercial uses, which is consistent with the General Plan and Community Plan policies related to establishing Downtown as the primary economic, governmental, and social focal point of the region with a significant residential community. In accordance with the Community Plan, the Financial Core area is recognized in the Community Plan as the place for expanding the Downtown residential community which is a major component of efforts to revitalize Downtown. While it is not feasible to orient these signs entirely away from residential uses, the distance between these signs and the residential uses along with the Digital Display signs' illuminance level would ensure that the proposed signs would not exceed the significance thresholds defined by the LAMC at 3.0 fc at the residential properties and less than a 30-to-1-contrast ratio. The Lighting Report concludes that the Project</p>

Goals/Principles	Would the Project Conflict?
	<p>Signs would not adversely impact residential or sensitive use properties.</p> <p>The proposed Sign District would permit changes to the proposed Identification Signs over time and would permit the use of new technologies and materials that meet the requirements of the proposed Sign District.</p> <p>Therefore, with the approval of the entitlement requests, the Project would not conflict with these design principles.</p>
<p>Corporate Campus Signs</p> <ul style="list-style-type: none"> <li>• Signage should reinforce the corporate or campus identity.</li> </ul>	<p><b>No Conflict.</b> The Project Site is an existing commercial and hotel development, comprising a shopping center with hotel and office and retail uses and is not a corporate campus. However, for informational purposes, the guidelines applicable to corporate campuses are discussed here. The proposed Sign District would authorize signs of similar type along all four street frontages that would reinforce the identity of The Bloc as an distinct destination consisting of multiple uses, including retail, theater, fitness, office, and hotel uses. The proposed 53-story tower would add up to 466 residential units further establishing The Bloc as a place to live, work, shop, or stay.</p> <p>Therefore, the proposed SUD would not conflict with these design principles.</p>
<p>All signs integrate with the architecture, landscaping and lighting relate to one another in their design approach, and convey a clear hierarchy of information.</p>	<p><b>No Conflict.</b> The proposed Sign District would authorize unified signage that would establish the office tower, hotel tower, and the retail/parking podium, as well as the new 53-story tower as part of the same development. As there are several building components with different building materials and design, the proposed signs would be integrated into the architecture, landscaping, and lighting of the respective building upon which the sign would be located. The proposed signs would ensure that The Bloc would be cohesive in its design. A clear hierarchy of signs would be created by the organization of the signs. The Tall Building Signs, also known as Identification Signs, are non-digital and are proposed to depict a tenant logo and tenant name. The signs generally located at the Project Site's horizontal band would be comprised of either</p>

Goals/Principles	Would the Project Conflict?
	Digital Displays or non-digital Wall Signs. Therefore, the Sign District would not conflict with this design principle.
<p>Prohibited Signs</p> <p>The following signs are prohibited:</p> <ul style="list-style-type: none"> <li>• Internally illuminated awnings;</li> <li>• Conventional plastic faced box or cabinet signs;</li> <li>• Formed plastic faced box or injection molded plastic signs;</li> <li>• Luminous vacuum formed letters;</li> <li>• Animated or flashing signs (real-time information signs are permitted);</li> <li>• Wall murals covering windows;</li> <li>• Monument signs; and</li> <li>• Pole signs.</li> </ul>	<p><b>No Conflict.</b> The proposed Sign District does not include any of the prohibited signs.</p> <p>The proposed Sign District would authorize Digital Display Signs, Identification Signs, Wall Signs, and Digital Kiosks made with high-quality materials and not conventional or formed plastic faced box, cabinet signs, or injection molded plastic signs. Therefore, the Sign District would not conflict with these design principles.</p>
<p>Source: Eyestone Environmental, 2024 Draft EIR; City of Los Angeles, Downtown Design Guide, adopted June 8, 2017.</p>	

**X. SITE PLAN REVIEW FINDINGS**

1. **That the Project is in substantial conformance with the purposes, intent and provisions of the General Plan, applicable community plan and any applicable specific plan.**

Refer to the General Plan Consistency Justifications section above.

2. **That the Project consists of an arrangement of buildings and structures (including height, bulk and setbacks), off-street parking facilities, load areas, lighting, landscaping, trash collections, and other such pertinent improvements, which is or will be compatible with existing and future developments on the neighboring properties.**

The Project will enclose the existing rooftop parking level on the top of the existing 9-story parking/retail podium, will add two (2) new enclosed parking levels to the existing podium, increasing the podium to 12 stories. The new 53-story tower will be constructed within the podium and will extend 41-stories above the 12-story podium. The two existing basement levels below the podium building will be retained. (Note: Level A, which contains parking uses, extends through the entire Project Site, not just the Development Area.)

The Project Site is located in Height District 4 which permits a maximum FAR of 13 to 1, or thirteen times the buildable area of the site, and does not limit the vertical height (except as may be limited by FAA regulations). However, the “D” Limitation reduces the size of the allowable development

on the Project Site to a maximum of 6 to 1 FAR with the following exceptions: TFAR, TOC FAR Bonus, and Greater Downtown Housing Incentive Area FAR Bonus.

The Project Site is a through-lot which includes two front yards, one fronting on 7<sup>th</sup> Street and the other on 8<sup>th</sup> Street. Flower and Hope Streets would be considered side yards. The Project includes a zero side yard setback along Hope Street, an approximate 80-foot side yard setback along Flower Street, an approximate 43-foot front yard setback along 8<sup>th</sup> Street and an approximate 270-foot front yard setback along 7<sup>th</sup> Street. However, because the site is located within the Greater Downtown Housing Incentive Area, yard setbacks are not required.

The new tower would be located in the Development Area at the southern portion of the Project Site, 140 feet from the existing on-site office tower and 105 feet from the existing hotel tower. The new tower's configuration within the Project Site and in relation to the adjacent public right of way will ensure that sufficient natural lighting and air circulation would be provided for the Project's residents and surrounding neighbors.

The Project's height, bulk and setbacks are compatible with existing and future downtown developments within the C2-4D Zone. Within the vicinity of the Project Site, there are numerous similarly zoned C2-4D sites (subject to the same D limitation). The sites are developed with high-rise and mid-rise residential tower buildings, which include the Roosevelt Lofts (16 stories), the Gas Company Lofts (12 stories), the 8<sup>th</sup> and Hope Apartments (22 stories), and the Brockman Lofts (12 stories). Future residential units are currently under construction on 8<sup>th</sup> Street and Figueroa Street (Mitsui Project) and on 8<sup>th</sup> Street, east of Figueroa Street (Brookfield Project). The Project is also surrounded by many high-rise office tower buildings including but not limited to the 777 Tower (52 stories), the EY Plaza (41 stories), the Wilshire Grand (73 stories), and the Aon Center (62 stories). Considering the surrounding development, the proposed high-rise building will be compatible in size and scale and will contribute to the attractiveness of the downtown skyline.

In accordance with the Downtown Design Guide, the Project proposes substantial on-site open space. Approximately 54,750 square feet of open space is proposed, which exceeds the LAMC requirement of 51,700 square feet. Of the open space provided, 44,750 square feet will be exterior open space and 10,000 square feet will be interior common open space. Because the site is located within the Greater Downtown Housing Incentive Area, there is no prescribed percentage of the required open space that must be provided as either common open space or private open space.

A total of 25% or 11,188 square feet of the total exterior common open space is required to be landscaped. The rooftop of the new tower as well as the roof terrace on Level 12 will have ample landscaping. Level 12 also includes various residential amenities, such as a pool lounge, game room, fitness center, coworking space, and various conference rooms. The 466-unit tower will provide the required 117 trees as follows: 60 trees on Level 12, 44 trees on Level 12, and 13 trees on Level 51. The number of trees to be located on Level 12, 13 and 51 are subject to change based on the final landscape plan. There will also be streetscape improvements that include enhanced paving adjacent to the residential lobby along Hope Street for a distance of 190 feet. A total of 5 planted tree wells will be added to the sidewalk adjacent to the residential lobby along Hope Street.

The Project would introduce new light sources within the Project Site, interior building lighting, exterior security lighting, exterior architectural lighting, and sign lighting. Project lighting for the residential use would incorporate low-level exterior lights on the building and along pathways for security and wayfinding purposes. In addition, low-level lighting to accent signage, architectural features, and landscaping elements would be incorporated throughout the site to provide for efficient, effective, and aesthetically pleasing lighting solutions that minimize light trespass from the site. Outdoor lighting sources will be shielded away from adjacent properties to minimize impacts. The Project proposes a Supplemental Use District (SUD) for signage that will include Digital Displays, non-digital Wall Signs, non-digital Identification Signs, and Digital Kiosks. All digital displays and other SUD signage would remain under the City's 3-foot-candle threshold for light trespass at existing and proposed residential uses in the immediate area.

Trash and recycling storage areas will be hidden from the public within Level B, a subterranean level in the podium building. Trash pick-up will be located underground on Level B.

**3. That any residential Project provides recreational and service amenities to improve habitability for its residents and minimize impacts on neighboring properties.**

The Project provides various on-site recreational facilities and service amenities to improve habitability for the residents and will minimize impacts on neighboring properties. The Project's open space areas, which total approximately 54,750 square feet, include 44,750 square feet of exterior open space. The exterior open space that is landscaped will be located at the rooftop of the new tower on Level 51 and the roof terrace on Level 12. Level 51 will include both outdoor space and indoor amenity space that provide 360 degree views of Los Angeles and beyond. Amenities provided for residents will include features such as a pool and pool lounge area, BBQ area, game room, fitness center, co-working space, and various conference rooms. While the Project will comply with the open space area requirements, the proposed program of the indoor and outdoor amenity spaces are subject to change.

The ample amount of landscaping proposed above grade will contribute to a downtown that is visually pleasing and habitable for residents. Project landscaping will be visible and to aesthetically pleasing to neighboring properties and will provide a contrast to the existing downtown skyline of concrete and glass. The 44,750 square feet of outdoor amenity space and the 10,000 square feet of interior amenity space is sufficient for the residents of the 466 dwelling units and would therefore not negatively impact neighboring properties.

The Project is located in a dense urbanized setting in the Financial District, adjacent to the 7<sup>th</sup> Street restaurant row, the Wilshire Grand Center and the 7th Street/Metro Center via a pedestrian transit portal in The Bloc's open-air plaza. The Project Site is in close proximity to cultural and entertainment facilities such as the LA Live!, the Staples Center, Bunker Hill and the Historic Core. The proposed tower would be compatible with the existing mix of on-site commercial and hotel uses and the off-site residential and commercial uses.

**XI. TRANSFER OF FLOOR AREA RIGHTS FINDINGS**

**1. The increase in Floor Area generated by the proposed Transfer is appropriate with respect to location and access to public transit and other modes of transportation,**

**compatible with other existing and proposed developments and the City's supporting infrastructure, or otherwise appropriate for the long-term development of the Central City.**

The Receiver site is located on a full city block bounded by 7<sup>th</sup> Street to the north, Flower Street to the west, 8<sup>th</sup> Street to the south and Hope Street to the east. The increase in Floor Area generated by the proposed Transfer is appropriate and well-suited with respect to location and access to public transit and other modes of transportation.

The Project Site's lot area is approximately 186,674 square feet (4.285 acres). The Project Site currently contains The Bloc Development which includes hotel, office, retail, restaurant, theater, fitness/gym and medical office uses. The Existing Development was constructed in the early 1970's and was initially known as The Broadway Plaza, which included hotel, office, retail and restaurant uses, and was improved with 1,424,314 square feet floor area, or a 7.63 to 1 Floor Area Ratio (FAR). The existing D Limitation (Ordinance No. 164,307), which limits FAR to 6 to 1, became effective on January 30, 1989, after the hotel and commercial center was permitted and constructed. The Project proposes a total of 1,894,988 square feet of floor area, which includes 495,016 square feet of new residential floor area and the conversion of approximately 24,342 square feet of existing floor area comprised of 23,888 square feet of retail (23,888 SF) and 454 square feet of theater (454 SF) floor area to residential floor area within the existing podium building. The Project thus proposes to add a total of 470,674 square feet to the existing development, and is therefore requesting a Transfer of 470,674 square feet of floor area (representing an increase of 2.52 FAR), resulting in a total of 1,894,988 square feet of floor area, or 10.15 to 1 FAR.

The Applicant proposes to construct a new 53-story tower containing 466 residential condominium units within the podium, which will extend 41-stories above the expanded 12-story podium building. The two existing basement levels below the podium building would be retained.

The 53-story tower will contain a residential lobby, existing retail uses, existing parking and loading uses, residential storage, residential amenities, 466 residential units and mechanical equipment. The tower will include 37 floors of dwelling units, two amenity floors (on the podium roof level and the tower roof level) and two floors of mechanical uses.

The existing 9-story podium includes five (5) stories of enclosed above-grade parking and one (1) open rooftop parking level; and four (4) stories of existing retail floor area. In addition, there is one (1) subterranean level of existing parking and one (1) subterranean level of loading area. Once the Project is complete, the podium will have two (2) stories of new above-grade parking atop the existing (1) one level of rooftop parking that would be enclosed, resulting in a 12-story podium. Levels 14 to 50 will include a total of 466 residential units.

**ATTACHMENT A**  
**Request for Discretionary Approvals**  
**700 S. Flower Street, 700 W. 7<sup>th</sup> Street, 711 S. Hope Street, 775 S. Hope Street**  
**Los Angeles, CA 90017**

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The new tower together with the podium will have a total of 53-stories with a maximum building height of up to 710 feet. A total of 441 parking stalls will be housed within the two new parking levels (Levels 11 and 12). There are seven above grade existing parking levels (Levels P1 on the fourth floor up to Level P6 on the tenth floor (which is an existing rooftop level that will be enclosed as part of the Project). One existing basement level contains parking (Level A) and the other existing basement contains loading areas, retail uses and residential loading, trash and elevators (Level B).

The Project will include a City-required seismic retrofit of the podium that includes adding structural shear walls proposed at the perimeter of the east, south and west facing podium walls in addition to strengthening of existing columns for the seismic retrofit and to support the two new parking levels. The Project will also require the construction of structural columns and shear walls, elevator shaft, elevator lobby and storage spaces in the existing podium floors for the new tower. As a result of both the seismic retrofit and the modifications for the new tower, the number of parking spaces in the existing parking levels would be reduced by 464 spaces. This reduction, combined with the construction of the two new levels of parking on top of the podium, will result in a total of 1,948 provided parking stalls.

The Project will add a total of 470,674 square feet of floor area to the existing 1,424,314 square feet of floor area resulting in a total of 1,894,988 square feet of floor area. Based on the lot area of 186,674 square feet, the Project would increase the existing FAR of 7.63 by 2.52, resulting in a total FAR of 10.15 to 1.

Existing			Proposed (Total)	
Lot Area (SF)	Permitted FAR	Floor Area (SF)	FAR	Floor Area (SF)
186,674	7.63:1	1,424,314	10.15	1,894,988

This urban infill Project is appropriate with respect to location because it would add residential uses in a new tower to an existing commercial mixed-use development containing hotel, retail, restaurant, office, medical office, fitness and theater uses. The Project would add much needed housing to an existing mixed-use commercial and hotel development that has direct pedestrian access to 7th Street/Metro Center Rail Station through a portal in The Bloc's open air plaza. The Project Site is also within walking distance to thousands of jobs in the Financial District of the Downtown area. Adding 466 new residential units in the core of Los Angeles' densely developed Financial District, proximate to an abundance of neighborhood serving retail, employment centers, cultural and entertainment amenities and numerous public transit options, including the on-site Metro portal, would help improve the jobs housing balance and create a 24-hour community where people both live and work. The introduction of new market rate housing would activate the streets and bring new residents to patronize the downtown retailers and restaurants. By constructing a new tower on top of the expanded podium building, the Project would add residential uses to this dynamic site without displacing any existing residential units or existing businesses.

The Transfer is appropriate at this location since high density residential developments are encouraged in the Financial District and areas that provide a variety of transit options. The proposed Project is highly transit accessible and is very close to many bus transit lines, MTA rail lines (Metro Rail), the Silver Line, Commuter Express lines, and DASH bus line services. The 7<sup>th</sup> Street/Metro Center Rail Station, which is accessed directly from the Project Site via a portal in the plaza, contains the Metro A Line (Blue Line), the Metro B Line (Red Line), the Metro D Line (Purple Line), and the Metro E Line (Expo Line). The 7<sup>th</sup> Street/Metro Center Rail Station is considered the hub of the regional rail network, connecting passengers to Pasadena, East Los Angeles, Long Beach, Culver City, Santa Monica, Hollywood, Koreatown, and North Hollywood. Fronting the Project Site on 7<sup>th</sup> Street is also a Metro bike share station to promote biking as another mode of transportation that is conveniently accessible to the Project residents.

The increase in Floor Area generated by the proposed Transfer would result in a Project that is compatible with other existing and proposed Downtown developments (many of which are high-rise buildings) and the City's supporting infrastructure. The Receiver site is located in the dense Financial Core District, surrounded by numerous high-rise buildings a number of which are developed at FARs greater than 6:1. Nearby approved projects that are similar in scale include not limited to the following:

- The 70-story mixed use tower project comprised of 794 residential units and 12,504 square feet of ground floor commercial uses, and a ground floor public plaza located at 1045 S. Olive Street (CPC-2017-3251-TDR-MCUP-SPR).
- The "Onni Times Square" project consisting of a new 37-story (North Tower) and 53-story (South Tower) buildings with a combined maximum of 1,127 residential units and up to 34,572 square feet of commercial floor area constructed above a 5-story parking podium located at 201 W. 1st Street (CPC-2016-4675-TDR-VCU-MCUP).
- The "Mitsui" project consisting of a 41-story mixed-use tower with 438 residential units over 7,493 square feet of ground floor retail located at 829 W. 8th Street (CPC-2016-1950-TDR-SPR).
- The "Brookfield" project consisting of a 64-story mixed use tower with 781 residential units and 6,700 square feet of commercial space located at 945 W. 8<sup>th</sup> Street (ZA-2017-CU-CUB-SPR).
- The 73-story "Wilshire Grand" project located on the northwest corner of Figueroa and 7th Street, which includes hotel and commercial office/retail uses and an approval for development of up to 13:1 FAR (CPC-2009-3416-TDR-CUB-CU-CUW-ZV-SN-DA-ZAD-SPR-GB).
- The "825 S. Hill Street" apartments is a 50-story mixed-use tower project comprised of 522 dwelling units over 4,500 square feet of ground floor retail located at 820 S. Olive Street/825 S. Hills Street (CPC-2013-4134-TDR-MCUP-ZV-SPR).
- The "Hope+Flower" apartments consist of 31- and 40-story mixed-use towers comprised of 730 dwelling units over 7,873 square feet of ground floor retail located at 1200 S. Flower St. (CPC-2013-4125-TDR-MCUP-ZV-SPR).

- A 23-story condominium development (the Evo building) located on Grand Avenue at 12th Street (1137-1149 S. Grand Avenue) with 311 joint live/work units and 7,294 square feet of ground-floor retail/restaurant uses (Case No. ZA-2008-0373-CUB).
- A 35-story residential condominium with 450 dwelling units and 6,795 square feet of ground floor retail located at 400 S. Broadway (CPC-2014-326-ZC-TDR-ZV-MS-CDO-SPR)
- The “Olympia” project which includes three mixed-use high-rise towers (65-story, 43-story, and 53-story) with a total of 879 dwelling units, 1,000 hotel rooms, and 40,000 square feet of commercial floor area located at 1001 W. Olympic Boulevard (CPC-2016-4888-TDR-SN-MCUP-SPR)
- A 57-story high-rise mixed use building with 374 residential condominium units, 373 hotel rooms, 65,074 square feet of retail space, and 33,498 square feet of office space located at 813 to 815 W. Olympic Boulevard (CPC-2015-4557-MCUP-CUX-TDR-SPR-DD)

The Project Site is zoned C2-4D. Within the vicinity of the Project Site, there are numerous similarly zoned C2-4D sites (subject to the same D limitation) that are developed with residential tower buildings including the Roosevelt Lofts, the Gas Company Lofts, the 8th and Hope Apartments, and the Brockman Lofts. The mixed-use developments known as the Mitsui Project (41 stories) on the northeast corner of 8<sup>th</sup> Street and Figueroa Street and the Brookfield Project (64 stories) on 8<sup>th</sup> Street, west of Figueroa Street, would add residential units and are currently under construction. The Project’s proposed tower is also compatible with the existing hotel and office towers on the city block that comprises the Project Site, which towers extend to 26 and 36 stories, respectively. The proposed project would further contribute to the transformation of this city block by introducing a high-quality and aesthetically unique high-rise building with a first-rate design, including a distinct tower shape and iconic roof top. The Project would provide the new residential use and the high rise tower while retaining the connectivity and pedestrian-friendly nature of the existing commercial and retail development, including the plaza with the pedestrian portal to the Metro station, and pedestrian access along Hope and Flower Streets. Considering the surrounding development, and the Project design, the proposed high-rise building would be compatible in size and scale and would contribute to the attractiveness and variety of the downtown skyline.

Additionally, the Project would continue the revitalization of this section of Hope and 8<sup>th</sup> Streets which is appropriate for the long-term development of the Central City. The Project is well designed and sensitive to adjacent structures. Complimentary uses and good design ensure that the Project would integrate in a positive manner with the existing character of development in the immediate neighborhood. The thoughtful design of the Project, which includes an uniquely shaped tower top, would ensure that it is in appropriate relation to the existing adjacent uses and the development of the community. Downtown Los Angeles is planned for greater height and density development, and the Project further this objective, building at a scale appropriate for the site, while remaining sensitive to adjacent uses.

## **2. The Transfer serves the public interest;**

The Transfer serves the public interest by facilitating the addition of a residential use to an existing mixed-use development containing hotel, retail, restaurant, office, medical office, fitness/gym and

theater uses, thereby contributing to the sustained economic growth of the Central City area, and locating new housing proximate to jobs, services, recreational uses and transit.

The Transfer also serves the public interest by complying with the requirements of LAMC Section 14.5.9 which requires that a Public Benefit Payment be provided as part of an approved Transfer Plan. The Public Benefit Payment serves a public purpose in accordance with Section 14.5.9.

LAMC Section 14.5.9 C requires the Project Site's Appraisal Price of \$99,900,000 (as of December 7, 2021) divided by the Receiver Site's Lot Area (prior to any dedications) of 186,674 square feet of Lot Area; divided by the "High-Density Floor Area Ratio Factor" (a denominator of "6" – pursuant to LAMC Section 14.5.3); then multiplied by 40 percent then further multiplied by the number of square feet of Floor Area Rights to be transferred to the Receiver Site (470,674 square feet). Based on the Appraisal Price, the Public Benefit Payment totals \$16,792,316, which will provide a substantial benefit serving the public interest in compliance with the requirements of section 14.5.9 of this Code. A transfer fee would also be paid on the square footage that is being transferred from the convention center. The fee is \$5 per sq. ft. x 470,674 sf which totals \$2,353,370. In total, the estimated Public Benefit Payment and TFAR Transfer Payment is \$19,145,686.

**3. The Transfer is in conformance with the Community Plan and any other relevant policy documents previously adopted by the Commission or the City Council.**

The Project (Receiver Site) is located within the Central City Community Plan and has a Regional Center Commercial land use designation. The Central City Community plan describes the Transfer of Floor Area Ratio (TFAR) option as follows:

"The transfer of floor area between and among sites is an important tool for Downtown to direct growth to areas that can best accommodate increased density and from sites that contain special uses worth preserving or encouraging."

The transfer is in conformance with the Central City Community Plan (Land Use Element), Mobility Plan (Transportation Element) and Housing Element and other relevant policy documents. While the Project Site's "D" limitation would limit maximum floor area ratio to 6:1, the Community Plan permits an FAR of up to 13:1 with the transfer of surplus floor area obtained from another Donor site. Approval of the requested TFAR would allow this infill site to provide high density residential uses in a mixed-use development, consistent with the FAR limitations of the Community Plan. The Project Site can accommodate increased density consistent with the existing commercial and hotel uses, with a new tower extending above the existing podium building.

Central City Community Plan

Refer to the Central City Community Plan and Downtown Design Guide subsections of the General Plan Consistency Justifications section above.

**XII. STREET DEDICATION, SIDEWALK WIDENING, SIDEWALK EASEMENT & CORNER CUT WAIVER FINDINGS**

Pursuant to **L.A.M.C. Section 17.01**, the Applicant requests approval of Vesting Tentative Tract Map (Tract No. VTT-83482-CN), for resubdivision and condominium purposes that would create two airspace lots for a new tower development consisting of approximately 466 residential condominium units.

The Applicant is proposing the following subdivision actions:

- a. Resubdivision and condominium purposes.
- b. Creation of two (2) new airspace lots containing up to 466 residential condominium units.
- c. Allow the existing 10.2-foot wide sidewalk in-lieu of the 12-foot wide sidewalk and eliminate the 5-foot wide sidewalk easement required on 8<sup>th</sup> Street due to the location of the existing building to remain.
- d. Allow the existing 10.1-foot wide sidewalk in-lieu of the 15-foot wide sidewalk and eliminate the 3-foot wide sidewalk easement required on Hope Street due to the location of the existing building to remain.
- e. Allow the existing 9.9-foot wide sidewalk in lieu of the 12-foot wide sidewalk required on 7<sup>th</sup> Street or any additional sidewalk easements due to the location of the existing building to remain.
- f. Allow no corner cut dedication in-lieu of the 15-foot by 15-foot corner cut required at the southeastern intersection of 7<sup>th</sup> Street and Flower Street due to the location of the existing building to remain.
- g. Allow no corner cut dedication in-lieu of the 15-foot by 15-foot corner cut required at the southwestern intersection of 7<sup>th</sup> Street and Hope Street due to the location of the existing building to remain.
- h. Haul Route with the export of 18,239 cubic yards.

**Street Dedication, Sidewalk Widening, Sidewalk Easement & Corner Cut Waiver Findings**

The public right-of-way requirements in accordance with the Mobility Plan 2035 (“Street Standards”) and the Downtown Street Standards and the existing conditions for each street are as follows:

**8<sup>th</sup> Street:** Designated as a “Modified Avenue II”, with a required right-of-way width of 85 feet. According to the Street Standards document, the half roadway width should be 33 feet, and the sidewalk width should be 12 feet, thus totaling up to a 45-foot half right-of-way width requirement. Additionally, there is a 5-foot sidewalk easement per the Downtown Street Standards plan. The half right-of-way width on 8<sup>th</sup> Street in front of the Project Site is 43 feet consisting of a half roadway width of 33.1 feet and a 9.9-foot sidewalk. The Applicant proposes to waive the 2-foot

dedication and a 5-foot sidewalk easement and to waive the required 12-foot sidewalk as this would encroach upon the existing building at ground level, which is proposed to remain as part of this Project.

Hope Street: Designated as an “Avenue II”, with a required right-of-way width of 86 feet. According to the Street Standards document, the half roadway width should be 28 feet, and the sidewalk width should be 15 feet, thus totaling up to a 43-foot half right-of-way width requirement. Additionally, there is a 3-foot sidewalk easement per the Downtown Street Standards plan. The half right-of-way width on Hope Street in front of the Project Site is approximately 43 feet consisting of a half roadway width of 32.9 feet and a 10.1-foot wide sidewalk. The Applicant proposes to waive any dedication or requirement of a sidewalk widening or easement, including a 4.9-foot sidewalk widening in lieu of providing a 15-foot sidewalk and a waiver of a 3-foot sidewalk easement on Hope Street.

7<sup>th</sup> Street: Designated as a “Modified Avenue II”, with a required right-of-way width of 80 feet. According to the Street Standards document, the half roadway width should be 28 feet, and the sidewalk width should be 12 feet, thus totaling up to a 40-foot half right-of-way width requirement. The half right-of-way width on 7<sup>th</sup> Street in front of the Project Site is 43 feet consisting of a half roadway width ranging from 33.1 to 32.9 feet and a 9.9-foot to 10.1-foot wide sidewalk. The Applicant proposes to waive any dedication or requirement of any additional sidewalk easement and to waive the required 12-foot sidewalk as this would encroach upon the existing building at ground level, which is proposed to remain as part of this Project.

Flower Street: Designated as an “Modified Avenue II”, with a required right-of-way width of 90 feet. According to the Street Standards document, the half roadway width should be 33 feet and the sidewalk width should be 12 feet, thus totaling up to a 45-foot half right-of-way width requirement. The half right-of-way width on Flower Street in front of the Project Site is approximately 45 feet consisting of a half roadway width of 33 feet and a 12-foot sidewalk. As such, Flower Street substantially complies with the Street Standards.

Corner Cuts: The Street Standards require corner cuts to be 15 feet by 15 feet. The Applicant proposes a waiver of dedication of a 15-foot by 15-foot corner cut at the Southeast intersection of 7<sup>th</sup> Street and Flower Street and at the Southwest intersection of 7<sup>th</sup> Street and Hope Street as these corner cut dedications would encroach upon the existing building at the ground level, which is proposed to remain as part of this Project.

The dedications and sidewalk easements in accordance with the Mobility Plan 2035 and the Downtown Street Standards are physically impractical. The Project Site encompasses a full city block and is currently improved as a multi-level development with office, hotel, and retail uses. The proposed 53-story tower will be built atop and within the proposed 12-story podium building that takes up the southern half of the Project Site. The 12-story podium building includes 2 existing subterranean levels, 9 existing above grade levels with parking and retail uses, 1 enclosed rooftop parking level and 2 new parking levels.

As such, the existing exterior building walls and columns are built up to the property line thereby providing zero setbacks along all four street frontages. The Project will not move the current

location of the existing exterior walls or columns. Due to the existing infrastructure, the applicable street dedications, improvements, and sidewalk easements would encroach and therefore, the Applicant requests that all such requirements be waived.

### **XIII. SUBDIVISION MAP ACT FINDINGS**

#### **a) The proposed map will be/is consistent with applicable General and Specific Plans.**

Refer to the General Plan Consistency Justifications section above.

#### **b) The site is physically suitable for the proposed type of development.**

The Project site has a gross lot area of 186,674 square feet. It is located on a block bounded by 8<sup>th</sup> Street to the south, 7<sup>th</sup> Street to the north, Hope Street to the east and Flower Street to the west. The site's ground lot is developed with a large commercial complex known as The Bloc, formerly known as the Broadway Plaza, and consists of three main structures, the retail and parking podium, the office tower, and the hotel tower. The proposed r tower will be developed on top of the existing podium towards the southeast corner of Hope Street and 8<sup>th</sup> Street. As such, the proposed Vesting Tentative Tract Map (Tract No. VTT-83482-CN) would create two airspace lots for the new tower (Airspace Lot 2 and Airspace Lot 3). Both airspace areas cover the entire footprint of the podium building. The residential development will be built on a site with existing infrastructure and will have adequate separation from other towers consistent with other City blocks. The location of the new development will retain the open air plaza facing 7<sup>th</sup> street which unifies the site and is inviting to pedestrians on the street.

The site is located in the Financial Core in an area that is being developed with residential and neighborhood serving commercial uses in much the same way as the Historic Core and Fashion Districts in Downtown LA. The project is not located in a Hillside area, a Very High Fire Hazard Severity Zone, a Flood Zone, a Hazardous Waste Area, a Landslide Area, nor a Liquefaction Area.

The site is also physically suitable for the proposed type of development because the proposed new tower is compatible with the high-rise uses in the surrounding area. As the Project site is located in the center of downtown, in the heart of the Financial Core and near the South Park area, it is a prime location for developing high-density transit-oriented projects, such as this Project. As the concept of achieving a jobs-housing balance promotes less travel (i.e. shorter trips) by developing an appropriate mix of uses, one important reason the site is physically suitable for the proposed type of development is the Project's location. The Project is proximate to transit and within walking distance of downtown's jobs, unique entertainment features; all of which further the City's goal of attaining a jobs-housing balance.

It is precisely because there are jobs, services, and a public transit system in the area that a high-density mixed-use project is appropriate at this location. This "smart growth" planning orientation has been reinforced with the passage of the Greater Downtown Housing Incentive Ordinance, which includes incentives to encourage high-density development in the Central City area. This Ordinance evidences the City's high priority on developing housing in this part of downtown.

The Project includes a 466-unit, 53-story high-rise tower within an existing commercial and hotel complex consisting of a retail and parking podium, office tower, and hotel tower, which is compatible with the high-density development in the Downtown area including the Financial Core, South Park and Historic Core. The residential use is consistent with the increasing number of both residential and mixed-use projects in the downtown area. This type of project also is in keeping with the City's desire to minimize vehicular trips within the downtown and actively encourages people to either walk or use public transportation, especially the inclusion of neighborhood serving ground floor retail.

The Project site is located in the revitalizing Center City area of downtown near jobs, entertainment, and public transit, which further demonstrates that the site is physically suitable for this type of development.

**c) The site is physically suitable for the proposed density of development.**

The proposed tower will be located near the southeast corner of the Project Site bounded by 8<sup>th</sup> Street to the south and Hope Street to the east. The development of the Project site is an infill of the otherwise high-density Financial District of downtown Los Angeles. The development of 466 residential units is allowable under the current General Plan land use designation and zoning.

The Project site's C2-4D zoning in conjunction with the Downtown Housing Ordinance allows for the highest intensity residential zoning and is consistent with its General Plan land use designation of Regional Center Commercial. Height District 4 coupled with the D limitation allows a 6:1 FAR by right with the potential for up to 13:1 through the TFAR process. Surrounding properties are similarly zoned and developed with commercial retail and office space, multi-family residential, and general parking uses. The 7<sup>th</sup> Street/Metro Center Rail Station entrance is located on-site fronting 7<sup>th</sup> Street. The project is within walking distance of thousands of jobs in the downtown area. The City Council has acknowledged the area's unique proximity to jobs and housing by creating the Central City Parking District for projects in this area.

The residential use is consistent with the increasing number of both residential and mixed-use projects in the downtown area. In addition to minimizing vehicular trips within downtown and actively encouraging people to either walk or use public transportation, this project will also lead to a safer urban street environment. As the downtown area becomes increasingly residential, safety on a 24-hour basis not only becomes easier but also more necessary. Having a project such as the one being constructed at this location will provide a substantial benefit to the community.

Additionally, several similar high-density proximate projects that have just been approved and/or constructed, showing that the area is indeed revitalizing and that the proposed development is consistent with and corresponds with these approved projects in the area:

- The 70-story mixed use tower project comprised of 794 residential units and 12,504 square feet of ground floor commercial uses, and a ground floor public plaza located at 1045 S. Olive Street (CPC-2017-3251-TDR-MCUP-SPR).

- The “Onni Times Square” project consisting of a new 37-story (North Tower) and 53-story (South Tower) buildings with a combined maximum of 1,127 residential units and up to 34,572 square feet of commercial floor area constructed above a 5-story parking podium located at 201 W. 1st Street (CPC-2016-4675-TDR-VCU-MCUP).
  - The “Mitsui” project consisting of a 41-story mixed-use tower with 438 residential units over 7,493 square feet of ground floor retail located at 829 W. 8th Street (CPC-2016-1950-TDR-SPR).
  - The “Brookfield” project consisting of a 64-story mixed use tower with 781 residential units and 6,700 square feet of commercial space located at 945 W. 8<sup>th</sup> Street (ZA-2017-CU-CUB-SPR).
  - The 73-story “Wilshire Grand” project located on the northwest corner of Figueroa and 7th Street, which includes hotel and commercial office/retail uses and an approval for development of up to 13:1 FAR (CPC-2009-3416-TDR-CUB-CU-CUW-ZV-SN-DA-ZAD-SPR-GB).
  - The “825 S. Hill Street” apartments is a 50-story mixed-use tower project comprised of 522 dwelling units over 4,500 square feet of ground floor retail located at 820 S. Olive Street/825 S. Hills Street (CPC-2013-4134-TDR-MCUP-ZV-SPR).
  - The “Hope+Flower” apartments consist of 31- and 40-story mixed-use towers comprised of 730 dwelling units over 7,873 square feet of ground floor retail located at 1200 S. Flower St. (CPC-2013-4125-TDR-MCUP-ZV-SPR).
  - A 23-story condominium development (the Evo building) located on Grand Avenue at 12th Street (1137-1149 S. Grand Avenue) with 311 joint live/work units and 7,294 square feet of ground-floor retail/restaurant uses (Case No. ZA-2008-0373-CUB).
  - A 35-story residential condominium with 450 dwelling units and 6,795 square feet of ground floor retail located at 400 S. Broadway (CPC-2014-326-ZC-TDR-ZV-MS-CDO-SPR).
  - The “Olympia” project which includes three mixed-use high-rise towers (65-story, 43-story, and 53-story) with a total of 879 dwelling units, 1,000 hotel rooms, and 40,000 square feet of commercial floor area located at 1001 W. Olympic Boulevard (CPC-2016-4888-TDR-SN-MCUP-SPR).
  - A 57-story high-rise mixed use building with 374 residential condominium units, 373 hotel rooms, 65,074 square feet of retail space, and 33,498 square feet of office space located at 813 to 815 W. Olympic Boulevard (CPC-2015-4557-MCUP-CUX-TDR-SPR-DD).
- d) The design of the subdivision and the proposed improvements are not likely to cause substantial environmental damage or substantially and avoidably injure fish or wildlife or their habitat**

The proposed Project will enclose the existing rooftop parking level of the existing 9-story parking/retail podium, will add two (2) new enclosed parking levels to the existing podium, increasing the podium to 12 stories. The new 53-story tower will be constructed within the podium and will extend 41-stories above the 12-story podium. The two existing basement levels below the podium building will be retained. The Project Site currently contains an existing multi-story commercial and hotel development that is built to the property lines. The property and the surrounding area are developed with either structures or paved parking lots, neither of which provide a natural habitat for either fish or wildlife. The subdivision design and improvements are consistent with the existing urban development of the area. As an urban location with no water bodies or natural vegetation, site development will not result in any injury to fish or wildlife or their habitat.

The Vesting Tentative Tract Map No. 83482 was prepared by KPFF, Inc., a Registered Professional Civil Engineer in accordance with the requirements of LAMC Article 7, Section 17.06B. The Tract Map provides all pertinent data including ownership and applicant information, Project address, applicable zoning lot dimensions and areas (gross and net for dedication purposes), legal description and other pertinent survey data to the appropriate scale as established by professional standards of the LAMC Division of Land and the California Subdivision Map Act.

**e) That design of the subdivision or type of improvements is not likely to cause serious public health problems.**

Neither the design of the subdivision nor the type of improvements are likely to cause serious public health problems.

The development is required to be connected to the City's sanitary sewer system, where the sewage will be directed to the LA Hyperion Treatment Plant, which has been upgraded to meet State-wide ocean discharge standards.

**f) That the design of the subdivision or the type of improvements will not likely conflict with easements acquired by the public at large, for access through or use of, property within the proposed subdivision.**

The design of the subdivision will not conflict with the existing easements for Public Street Purposes that exist on the site. There are no easements acquired by the public at large for access through or use of property within the proposed subdivision.

**g) The design of a subdivision for which a tentative map is required pursuant to Section 66426 shall provide, to the extent feasible, for future passive or natural heating or cooling opportunities in the subdivision.**

In assessing the feasibility of passive or natural cooling opportunities in the proposed subdivision design, the Applicant has prepared and submitted materials which consider the local climate, contours, configuration of the parcels(s) to be subdivided and other design and improvement requirements.

Providing for passive or natural heating or cooling opportunities will not result in reducing allowable densities or the percentage of a lot which may be occupied by a building or structure under applicable planning and zoning in effect at the time the tentative map was filed.

The topography of the site has been considered in the maximization of passive or natural heating and cooling opportunities.

**XIV. SIGN SUPPLEMENTAL USE DISTRICT FINDINGS**

**Pursuant to LAMC Section 12.32-S (Supplemental Use District) and Section 13.11, (“SN” Sign District) the Applicant requests the establishment of The Bloc Supplemental Use District, a “SN” Sign District for the block bounded by Flower Street on the west, 8<sup>th</sup> Street on the south, Hope Street on the east, and 7<sup>th</sup> Street on the north.**

Pursuant to Section 12.32-S (“Supplemental Use District”) and Section 13.11 (“SN” Sign District) of the Los Angeles Municipal Code (“LAMC”), NREA-TRC 700 LLC (“The Applicant”) requests approval of the proposed The Bloc Sign District (“Sign District”), filed on October 31, 2018 under case number CPC-2018-6388-SN, establishing a new Sign Supplemental Use District for The Bloc. The Bloc is an existing mixed-use development, containing commercial and hotel uses. The Applicant also proposes to retain the existing commercial and hotel uses and add a new 53-story tower with 466 residential units upon approval of case number CPC-2021-9958-TDR-ZV-SPR-HCA which is being processed concurrently with The Bloc Sign District application. The Sign District boundaries would conform to those of The Bloc development, which is generally bounded by Flower Street on the west, 8th Street on the south, Hope Street on the east, and 7th Street on the north and is depicted on the map below.

[See next page]

### The Bloc Sign District Area



The proposed Sign District would enhance the unique character and qualities of The Bloc's existing commercial and hotel component, and would complement and integrate the existing (and proposed) development with neighboring developments in this burgeoning and bustling part of Downtown Los Angeles. The Sign District would contribute to placemaking on the project site, by providing unifying elements, building identification signs, and navigating people to a major mixed-use development and public transit portal that serves as a gateway into Downtown Los Angeles. The Sign District would establish clear standards to ensure cohesion and compatibility both internally within the Project Site and with the surrounding land uses, facilitate the placement of unique signage that would support and enhance the existing design, and contribute to a lively and exciting pedestrian experience, especially along 7<sup>th</sup> Street, and help activate other project frontages.

#### **Application of Supplemental Use District Regulations**

- A.** The regulations of the proposed Sign District will be in addition to those set forth in the planning and zoning provisions of the LAMC.
- B.** Wherever the Sign District contains provisions that establish regulations that are different from, more restrictive than, or more permissive than would be allowed pursuant to the provisions contained in the LAMC, the Sign District shall prevail and supersede the applicable provisions of the LAMC and those relevant ordinances and any amendments thereto.

C. The Downtown Design Guide contains provisions that address signage and is intended to provide design guidance to achieve visually effective and attractive signage throughout downtown. However, the Downtown Design Guide expressly acknowledges that it does not supersede conflicting regulations of a signage Supplemental Use District (See § § 1.C,10.C). As a Supplemental Use District approved by ordinance, the Sign District would be a land use legislative act that would supersede all conflicting City plans and codes, other than the City of Los Angeles General Plan, including without limitation the LAMC and the Downtown Design Guide. Any provisions in an adopted Sign District that are different from, more restrictive than, or more permissive than permitted by the LAMC or Downtown Design Guide, shall prevail and supersede the other applicable provisions. Accordingly, because the Project consists of a proposed signage Supplemental Use District that would provide regulations and requirements to govern the proposed signage, any conflicting signage provisions of the Downtown Design Guide would not be applicable.

### **Goals And Objectives of The Bloc Sign District**

The Sign District proposes to enhance The Bloc's role as a transit gateway to Downtown Los Angeles from the 7<sup>th</sup> Street /Metro Center Station. Metro Rail passengers arriving at The Bloc enter the site through an underground pedestrian passageway connecting The Bloc's exterior open-air courtyard at the heart of the property to the rail station. This courtyard is ringed with existing retail, restaurants, office, and hotel uses and is proposed to include a new 53-story residential tower south of the courtyard, located within and above the expanded 12-story podium. Signage is important to identifying the many possible commercial and hotel destinations on The Bloc development as it exists today, and for navigating to and from adjacent streets. The proposed Sign District will orient tourists, visitors and employees emerging from the portal into the outdoor retail plaza, and will signal to these transit riders that they have arrived at a unique destination.

The area surrounding the Sign District has been undergoing a remarkable transformation. The proposed Sign District is meant to complement the burgeoning commercial, residential and visitor-serving area, and help The Bloc sustain and enhance its role as a unique destination, commercial center and gathering place, supporting on site uses and encouraging vibrant activity in the Financial District. The Sign District's goal is to enhance the visual quality of The Bloc, to identify the many retail and commercial uses, and to reinforce The Bloc as an attractive Downtown destination. This Sign District will be pursued in a manner that will complement and support the neighboring 7<sup>th</sup> Street restaurant corridor, the Financial District office properties to its north, and the emerging South Park entertainment district to its south.

Now more than ever, the Sign District is critically needed to enhance the site's viability as an attractive retail destination as the retail industry nationwide has been in decline since the early 2000s. In 2003, most consumers shopped at regional malls, local shopping centers and corner stores and markets. Online sales in the United States in 2003 accounted for only 5% of all retail sales. It is estimated that online sales in the U.S. in 2020 were approximately 19.6% of all retail

sales and that percentage is increasing each year. In 2023, online sales represented 22% of total retail sales.<sup>13</sup>

This increase in online retail sales has dramatically affected the retail industry, leading to the closure of hundreds of “brick and mortar” retail stores. Many retailers, such as May Company, Sports Authority, Borders Books and Toys R Us, have ceased operations entirely, and many other retailers have downsized, closing many of their retail stores. This mass downsizing of traditional brick and mortar stores has often been referred to as the “Retail Apocalypse”. Shopping centers and regional malls have converted traditional retail spaces to other uses such as restaurants, bars, entertainment centers, fitness centers and medical clinics. The COVID-19 pandemic, and the associated temporary closure of most restaurants and retail stores, has further encouraged shoppers to use online sites for purchasing goods. The continuing hybrid work schedules of many downtown employers, rising office vacancies and perceived concerns regarding public safety and aesthetics in downtown generally have also created challenges that threaten downtown Los Angeles as a desirable place to visit, work and live. In light of these many challenges, enhancing the visibility and sense of place of The Bloc development through high quality, state of the art digital signage is critical to promoting The Bloc as an active and lively shopping and gathering experience that will visually attract visitors to downtown, and help them experience a sense of place upon arrival.

Additionally, the Sign District is intended to enhance the transit gateway to Downtown Los Angeles from the 7<sup>th</sup> Street/Metro Center Station. Metro Rail passengers arriving at The Bloc presently enter The Bloc through a pedestrian passageway connecting the courtyard at the heart of the property to the Metro station.

The Sign District would:

- Support and enhance the land uses and urban design objectives in the Community Plan.
- Provide unique and vibrant signage that will inform and attract visitors regarding The Bloc’s diverse businesses and offerings, many of which do not have prominent street or ground level frontage.
- Provide further regulation of signs to:
  - ensure the quality of The Bloc’s appearance and further a vibrant environment.
  - ensure that Signs accentuate the architectural characteristics of The Bloc by being responsive to and integrated with the aesthetic character of the structures on which they are located;
  - ensure that Signs are positioned in a manner that is compatible both architecturally and relative to the other Signs on-site and surrounding uses;
  - encourage creative, well-designed Signs that contribute in a positive way to a major pedestrian and transit hub in Downtown Los Angeles; and
  - coordinate the location and display of Signs so as to enhance the pedestrian realm, avoid traffic hazards, protect public safety, and inform visitors of Metro’s train schedule or other transit-related service announcements.
- Provide signage which is appropriate in scale to The Bloc’s site;

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<sup>13</sup> Source: <https://www.digitalcommerce360.com/article/us-ecommerce-sales/>

- Avoid visual clutter by specifying the location and maximum area of sign types.
- Provide opportunities for revenue producing off-site signage;
- Enhance visibility and identification of multiple retail and commercial uses, including below-grade commercial uses;
- Protect residential uses ;
- Enhance and encourage pedestrian experiences and connections;
- Encourage creative well-designed signs that enhance the visual environment;
- Provide unique and vibrant signage that will be informative and attractive;
- Provide a conceptual sign plan that:
  - Coordinates with the architectural elements and aesthetic character of the building on which the signage is located;
  - Reflects a modern vibrant image consistent with the mixed uses of The Bloc.

### **Elements Of The Plan**

The establishment of the Sign District is intended to permit high quality and well-designed signage that is compatible with the architecture of The Bloc. The sign regulations contained in the proposed Sign District are intended to enhance the character of The Bloc by addressing the location, square footage, light illumination, hours of illumination, and types of permitted signage. The Bloc Sign District will:

- A. promote appropriate and economically viable signage that enhances the overall design and land uses within The Bloc Sign District;
- B. avoid visual clutter by specifying the location and maximum area of sign types within the Sign District;

The proposed Sign District is in a rapidly developing area of Downtown Los Angeles and provides a connection to more westerly and southerly developments of the Wilshire Grand Center, FIG@7th, Metropolis and the South Park area – including LA Live, Crypto.com Arena (formerly known as the Staples Center), and several other major developments with customized sign programs in the vicinity.

The Sign District authorizes the signs that are necessary for this large and unique existing development, and specifies standards and parameters to ensure high quality signage compatible with adjacent uses and the larger downtown area. The Sign District establishes maximum square footage limitations for the Digital Display signs within the Sign District as a whole and for other signs authorized by the Sign District. The Sign District restricts each sign type on the basis of print or digital, static and on-site or off-site. The Sign District also specifies location and dimensions for the individual signs authorized by the Sign District.

### **1. The Proposed Sign District is in Conformance with the Purposes, Intent and Provisions of the City of Los Angeles General Plan.**

Los Angeles City Charter Section 556 and LAMC Section 12.32(C)(2) require that prior to adopting a land use ordinance, the City find that the proposed ordinance is in substantial

conformance with the purposes, intent and provisions of the General Plan. The proposed Sign District would be in conformance with the purposes, intent and provisions of the General Plan in that it would conform to the goals, objectives and policies of the General Plan Framework, Central City Community Plan, and General Plan Mobility Element as discussed below.

### General Plan Framework Element

The Framework Element for the General Plan (Framework Element) provides guidance regarding policy issues for the entire City of Los Angeles, including the Project Site. The Framework Element also sets forth a Citywide comprehensive long-range growth strategy and defines Citywide policies regarding such issues as land use, housing, urban form, neighborhood design, open space, economic development, transportation, infrastructure, and public services.

The Long Range Land Use Diagram of the Framework Element indicates that the Project Site is located within the boundaries of the Downtown Center. The Downtown Center is characterized as “the location for major cultural and entertainment facilities, hotels, professional offices, corporate headquarters, financial institutions, high-rise residential towers, regional transportation facilities and the Convention Center...” The Framework Element includes the following provisions which are relevant to this request:

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

**Objective 3.11:** *Provide for the continuation and expansion of government, business, cultural, and 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 Project Site, known as The Bloc, consists of the city block bounded by 7<sup>th</sup> Street, Flower Street, 8<sup>th</sup> Street and Hope Street located in the Central City Community Plan (Community Plan) area of the City of Los Angeles. The site is currently developed with hotel and commercial uses and associated parking and contains a portal to the 7th Street/Metro Central rail station. The Metro Station provides service to the Metro Red, Purple, Blue, and Expo Lines, as well as regional serving bus lines. The Applicant proposes to retain the existing commercial and hotel uses and (in a separate entitlement request) also proposes to add a 53-story tower with 466 residential units located within and above an expanded 12-story podium.

The Project Site fronts along a portion of 7<sup>th</sup> Street which is colloquially known as Restaurant Row as it includes numerous restaurants and bars that create an active and synergistic pedestrian realm. The Bloc’s main entry point is along 7<sup>th</sup> Street which connects to the open-air plaza one level below street level. Seventh Street has also been identified by SurveyLA as the 7<sup>th</sup> Seventh Street Commercial Historic District due to the concentration of Beaux Arts style commercial architecture and other architecture styles. The site is located one block east of Figueroa Street,

which serves as a main thoroughfare from the 10 Freeway to Bunker Hill. Figueroa Street is developed with a mixture of high-rise mixed-use buildings and entertainment venues, such as the Los Angeles Convention Center, Crypto.com Arena, LA Live, FIG@7<sup>th</sup> retail center and the Wilshire Grand Center.

The Sign District would establish sign regulations that would create a unified signage theme to further enhance The Bloc Development's unique mixed-use nature that contains hotel, office, retail, restaurant, and theater uses, with access to a transit portal, as would contain residential uses with development of the proposed new residential tower. The Sign District's clear standards would ensure cohesion and compatibility with the surrounding land uses, facilitate unique signage that would support and enhance the overall project design and create a sense of place with a lively and exciting pedestrian experience along all four street frontages. The Sign District signs would also help to navigate pedestrians to mid-block entrances to The Bloc along Flower Street and Hope Street, facilitating access and increasing visibility from multiple frontages. The Sign District signs will allow restaurants and shops to be commercially viable by identifying the uses on the Project Site and by demarcating and enhancing the transit gateway to Downtown LA from the 7<sup>th</sup> Street/Metro Center station. Most of the businesses within The Bloc have no street frontage, and some have no ground floor frontage. Sign District signage would inform the public of the on-site uses and off-site signage would help emphasize The Bloc's commercial uses and presence.

The Sign District also addresses signage illumination in general, and provides specific standards related to digital signage. Off-site signage is proposed on the Digital Displays and Digital Kiosks.

The Bloc exemplifies the positive characteristics of a Regional Center stated in the Framework Land Use Element as it includes a concentration of commercial, visitor-serving, retail, restaurant, and office uses with a high-density physical form expressed in two existing high rise towers and a central courtyard. The project site is zoned C2-4D and designated as Regional Center Commercial in the Central City Community Plan.

#### Mobility Plan 2035

The Project is consistent with the following applicable policies of the Mobility Plan:

***Policy 4.14: Provide widespread, user-friendly information about mobility options and local destinations, delivered through a variety of channels including traditional signage and digital platforms.***

The proposed Sign District would include Digital Displays, non-digital Wall Signs, non-digital Identification Signs, and Digital Kiosks. The proposed Sign District would encompass the entire city block and provide coordinated and creative signage for The Bloc. The Sign District would ensure cohesion and compatibility with the surrounding land uses, facilitate distinct signage that would support and enhance the overall Project design, and contribute to the neighborhood's sense of place. The Sign District signs would allow restaurants and shops to be visually prominent from the surrounding streets by identifying the uses on the Project Site and by demarcating and enhancing the transit gateway to Downtown Los Angeles from the Metro 7th Street/Metro Center Station, which is considered to be a hub for the regional rail network. Most of the businesses

within The Bloc have no street frontage, and the on-site Digital Display signs would inform the public of the on-site uses. Signage would be important in identifying the many possible destinations and for navigating to adjacent streets. The proposed signage would orient residents, guests, visitors, employees, and transit users. The signage along the exterior façades would draw pedestrian attention to The Bloc and its diverse uses, including the Metro 7th Street/Metro Center Station, and encourage pedestrian connection between The Bloc and adjacent uses on all four street frontages.

### Community Plan

The Central City Community Plan recognizes that traditional retail has been declining and that “the lack of well marketed and mixed retail and commercial services make it difficult to attract potential residents, consumers, and tourists.” The Community Plan includes the following relevant objectives and policies:

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

***Policy 2-1.2: To maintain a safe, clean, attractive, and lively environment.***

***Objective 2-2 To retain the existing retail base in Central City.***

***Objective 2-3: To promote land uses in Central City that will address the needs of all the visitors to Downtown for business, conventions, trade shows, and tourism.***

***Policy 2-3.1: Support the development of a hotel and entertainment district surrounding the Convention Center/Staples Arena with linkages to other areas of Central City and the Figueroa Corridor.***

***Objective 2-4: To encourage a mix of uses which create an active, 24-hour downtown environment for current residents and which would also foster increased tourism.***

The Project Site is located along 7<sup>th</sup> Street, Flower Street, 8<sup>th</sup> Street and Hope Street, one block east of the Figueroa Corridor. The Project Site’s main entry is on 7<sup>th</sup> Street which is also a street that contains numerous restaurants and bars. The Bloc currently consists of 656,423 square feet of existing office space, a 387,357 square foot hotel, a 28,770 square foot theater and 351,764 square feet of retail, restaurant/bar, gym/fitness and medical office. The Project Site’s commercial uses are located in the multi-level retail center and high-rise office and hotel towers, and most do not have front door access to the street or ground floor. Rather, many commercial uses are internally oriented, and take primary access from the open-air courtyard, upper level walkways, or within the podium building at the very rear of the project site. Although the site contains pedestrian linkages to the site’s street frontage on Hope and Flower Streets, these linkages are not prominently highlighted and may be overlooked. By allowing digital signs and other along the multiple street frontages, the Sign District would provide opportunities to emphasize The Bloc’s presence, highlight commercial tenants, including those without visible access to the street

frontage, direct visitors to the diverse range of uses and connect the site to the surrounding neighborhood.

The Central City Community Plan, under Community Issues and Opportunities, states the Central City lacks a strong sense of neighborhood identity and is characterized by inconsistent policy and implementation. The Sign District is an opportunity to create a strong sense of identity and consistent signage regulation for this large city block that performs a unique and unifying function in the Financial District.

Another issue raised in the Community Plan is the lack of design continuity and cohesiveness along commercial frontages. The proposed Sign District incorporates a Conceptual Sign Plan that proposes signs that highlight and complement the architectural form. The signage will activate and highlight the distinct retail and commercial frontages that line the parking podiums and commercial buildings, thereby creating a vibrant positive image on the street frontages, and attract attention, particularly along The Bloc's less activated frontages, drawing in those from surrounding streets.

Moreover, the Community Plan (Objective 2-4) encourages a mix of uses to create an active, 24-hour Downtown environment, focusing on the addition of entertainment outlets. The addition of unique signage in this vibrant central part of Downtown will help to identify and market this area as a retail and entertainment destination.

The Community Plan cites the lack of a positive downtown image. This has changed since the Community Plan was last modified, with considerable development in the area. Among other things, The Bloc itself was transformed with a substantial renovation in 2016. However, the COVID-19 pandemic has fundamentally changed work habits, and the continuing growth of on-line retail sales has resulted in ongoing store closures. These trends, combined with other factors, have presented a number of challenges to maintaining and furthering the vibrancy intended for the Financial District. The Bloc's existing development is an important asset to the area, but would better contribute to the image of downtown if highlighted by attractive and unique signage. The proposed signage would encourage a much more positive and vibrant image for this central portion of downtown, sustaining and strengthening its success to make it more attractive and visible to customers, visitors and residents to explore the restaurants, retail and hotel services offered at The Bloc and in its vicinity. The Project Site sits at the crossroads of the Financial District, South Park, and the Historic Core. Located in a Central Mobility Hub, The Bloc is at the center core of activity in Downtown Los Angeles and of transit in the City of Los Angeles, as depicted in Figure 2. The Sign District will assist in displaying the centrality of this location, which includes a transit portal from The Bloc's open-air plaza to the Metro Center rail station, delivering the impression to visitors that they have arrived in the Regional Center of a major global city. Times Square in New York City and Shibuya Crossing in Tokyo both sit on top of one of their cities' busiest transit stations, and both are characterized by active signage programs that make clear their centrality of place. The addition of signage at the site of the pedestrian portal 7<sup>th</sup> Streett/Metro Center Station would function in a similar fashion.

### Downtown Design Guide

The Sign District would establish clear standards to ensure cohesion and compatibility with the surrounding land uses, facilitate unique signage that would support and enhance the overall design of The Bloc, and create a sense of place with a lively and exciting pedestrian experience along the four street frontages. The DDG anticipates the potential for Sign Districts to customize the regulations for signage, and DDG standards do not supersede regulations in Sign Districts; provisions of adopted Sign Districts take precedence if there is a conflict with the DDG. The requested Sign District would not conflict with the DDG standards and guidelines related to signage, as it would customize regulations for the site, consistent with the underlying objectives of the DDG. Consistency findings for Downtown Design Guide Section 10 Signage are shown below.

<b>SECTION 10: Signage</b>	
<b>A. Conceptual Sign Plan</b>	
All projects over 50,000 square feet, or that have more than 50 residential units, shall submit a conceptual sign plan for the entire project during the entitlement phase.	<b>No Conflict.</b> The Applicant requests the establishment of The Bloc Supplemental Use District, a “SN” Sign District, for the block bounded by Flower Street on the west, 8th Street on the south, Hope Street on the east, and 7th Street on the north, pursuant to existing Case No. CPC-2018-6388-SN, filed on October 31, 2018. The proposed Sign District includes a Conceptual Sign Plan consisting of architectural drawings and sign matrix that identify the 18 signs proposed by the Sign District, consisting of nine Digital Display Signs, three non-digital Wall Signs, and six non-digital Identification Signs. Digital Display Signs would include off-site advertising. Additionally, the Conceptual Sign Plan includes eight Digital Kiosks (three floor-mounted and five wall-mounted) that are considered to be signs under applicable City regulations. The Conceptual Sign Plan matrix identifies sign types, locations, maximum dimensions and other characteristics, and the architectural plans include schematic elevations of each building façade where signs are proposed.
<b>B. Signage Guidelines for all Sign Types</b>	
Signs in Context <ul style="list-style-type: none"> <li>Signs should be conceived as an integral part of the project design so as not to appear as an afterthought. All signs shall be integrated with the design of the project’s architecture and landscaping.</li> </ul>	<b>No Conflict.</b> The Sign District proposes signs that would be architecturally integrated into the design of the buildings. The Sign District includes Digital Display Signs that are rectangular in shape and are generally located on the existing development’s horizontal building element (horizontal band) that extends around the entirety of The Bloc. The horizontal band, with an exterior brick finish, is the

	<p>datum that visually ties the office tower, hotel tower, and parking/retail podium together into one cohesive development. The bottom of the horizontal band is approximately 27 to 30 feet above the sidewalk grade. Locating the Digital Displays within the horizontal band organizes these signs in one zone that eliminates sign clutter and provides a consistent and coherent design. The Digital Displays have dark metal frames with a minimal profile that blend into the background. In addition, one non-digital wall sign is proposed within the horizontal band and two non-digital wall signs are proposed below the horizontal band located above the driveways. The non-digital identification signs are located at the top of the hotel tower, office tower, and new 53-story tower. Therefore, the Project would not conflict with this design principle.</p>
<ul style="list-style-type: none"> <li>The location, size, and appearance of signs should complement the building and should be in character with the Downtown district in which they are located. Compatibility shall be determined by the relationships of the elements of form, proportion, scale, color, materials, surface treatment, overall sign size and the size and style of lettering. The surrounding environment shall be comprised of other nearby signs, other elements of street and site furniture, and adjacent and surrounding properties, including residential areas.</li> </ul>	<p><b>No Conflict.</b> The proposed Sign District would encompass the entire city block and provide coordinated and creative signage. The Sign District would establish clear standards to ensure cohesion and compatibility with the surrounding land uses, facilitate distinct signage that would support and enhance the overall Project design, and create a sense of place, inviting access from the three street frontages that provide pedestrian connections to The Bloc’s interior. As discussed above, the signs would be architecturally integrated with and complement the existing buildings.</p> <p>The Sign District would help to identify the many retail and commercial uses within the Project Site, many of which do not have street frontage, and to highlight and establish The Bloc as a distinct Downtown destination. The proposed Sign District would complement and support the neighboring 7th Street restaurant corridor, the Financial District office properties to the north, and the South Park mixed-use residential and commercial neighborhood and entertainment district to the south.</p> <p>The Sign District signs would allow restaurants and shops to be visually prominent from the surrounding streets by identifying the uses on the Project Site and by highlighting the transit gateway to Downtown Los Angeles from the Metro 7th Street/Metro Center Station. Most of the businesses within The Bloc have no street frontage, and the on-site Digital Display signs would inform the public of the on-site uses, and off-site content would help emphasize The</p>

	<p>Bloc’s commercial uses and presence. The signs are intended for viewing primarily by pedestrians along the sidewalks, street frontages and from a longer distance, consistent with the DDG. Additionally, the signage program would complement the existing sign districts in the neighborhood, including the Wilshire Grand Center’s Figueroa and Seventh Street Sign District (Ordinance 181,637, effective 5/21/2011) and the Figueroa and Olympic Sign District (Ordinance 182,200, effective on 9/12/2012), and would establish a unified identity for the Project Site. The Sign District would include both on-site and off-site content. Similar to Wilshire Grand Center’s Sign District, The Bloc’s proposed Sign District would be compatible with the Financial District neighborhood as the Project Site is located within the Convention Center/Arena Sphere of Influence.<sup>14</sup> The synergy of The Bloc’s proximity to the Los Angeles Sports and Entertainment District and Convention Center, the complementary uses among the respective properties, and the signage would activate and enhance pedestrian activity.</p> <p>The proposed Sign District is also important to placemaking. While The Bloc is accessible to pedestrians and transit users from three street frontages (i.e., 7th Street, Flower Street, and Hope Street), The Bloc and its pedestrian access points are not easily visible or identifiable from many portions of adjacent streets. By adding distinct signage to the Bloc’s perimeter, the Sign District would highlight The Bloc’s location and entrances, facilitating and encouraging access to the site in the dense urban environment. The proposed signage would also orient tourists, visitors, employees, and other pedestrians and transit users to the different uses on the Project Site, as well as to the portal to the Metro 7th Street/Metro Center Station, which serves as a regional hub, helping to establish a strong sense of place for The Bloc’s open-air plaza and its diverse amenities. Therefore, the Project would not conflict with this design principle.</p>
<ul style="list-style-type: none"> <li>• Signs should respect residential uses within and adjacent to a project. The intent is to promote a more peaceful living environment without undue impacts upon residential uses. Small</li> </ul>	<p><b>No Conflict.</b> The Sign District signs would be required to comply with the LAMC light trespass limitations. As shown in the Lighting Study, included as Appendix F of the Draft EIR, the light trespass illuminance from the signs as proposed would not</p>

<sup>14</sup> See Figure 3 Convention Center/Arena Sphere of Influence map.

<p>signs, no animation, limited lighting and shorter operating hours are appropriate where signs are visible from residences.</p>	<p>exceed the LAMC threshold of 3 foot-candles (fc) at the property line, thus avoiding lighting impacts at residential use properties adjacent to the Project Site, and promoting a more peaceful living environment.<sup>15</sup> The Sign District also specifies nighttime lighting standards for all digital signs. Therefore, the Project would not conflict with this design principle.</p>
<p>Except in locations where street trees are not required, no signs shall be located between 14 feet above sidewalk elevation and 40 feet above sidewalk elevation to avoid conflicts with the tree canopy, except where the Applicant demonstrates that no conflict will occur.</p>	<p><b>No Conflict.</b> The Sign District would authorize signs within the 14-foot to 40-foot zone above the sidewalk, where the signs would be integrated with the development’s horizontal band, a prominent architectural feature of the existing development. However, no conflict with street trees would occur. Much of the signage within the horizontal band would be located at street corners, not proximate to street trees. While some signage is located mid-block, such signs would be angled, and any signs located proximate to street trees would be visible from multiple locations along the street despite the proximity to street trees. Thus no conflict with street trees would occur. In addition, the DDG does not supersede regulations in Sign Districts, and provisions of adopted Sign Districts take precedence if there were a conflict with the DDG. Therefore, the Project would not conflict with this design principle.</p>
<p>Sign Illumination and Animation</p> <ul style="list-style-type: none"> <li>• Illuminated signs that reflect the individual character of the Downtown districts.</li> </ul>	<p><b>No Conflict.</b> The proposed Sign District would establish illuminated signs that would reflect the individual character of the Financial Core District. The Sign District would include Digital Display Signs and Digital Kiosks that would be internally illuminated. The Sign District would also include non-digital Wall Signs as well as Identification Signs that would be internally or externally illuminated. These types of illuminated signs are consistent with lighting for other prominent development in the Financial District, such as the Library Tower, Citicorp Center, the Gas Company Tower, the AT&amp;T Building, the twin towers of Arco Plaza, the Fig@7th shopping mall/office complex, the Wilshire Grand Center, 700 W. 9th Street, and the 717 Olympic apartments, which have similar sign lighting. Therefore, the Project would not conflict with this design principle.</p>
<ul style="list-style-type: none"> <li>• Signs shall use appropriate means of illumination. These include: neon</li> </ul>	<p><b>No Conflict.</b> The proposed Sign District would include Digital Display Signs and Digital Kiosks that</p>

<sup>15</sup> Francis Krahe & Associates, The Bloc Sign Supplemental Use District Lighting Study, Los Angeles, California, April 11, 2023. See Appendix F of the Draft EIR.

<p>tubes, fiber optics, incandescent lamps, cathode ray tubes, shielded spotlights and wall wash fixtures.</p>	<p>would be internally illuminated. The non-digital Wall Signs as well as Identification Signs would be internally and externally illuminated. All signs would use appropriate means of illumination, similar to other Sign Districts in the area, and lighting would be regulated by the Sign District. Therefore, the Project would not conflict with this design principle.</p>
<ul style="list-style-type: none"> <li>• 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. Signs for 24-hour uses, such as hotels, are exempt from these limited hours of illumination.</li> </ul>	<p><b>No Conflict.</b> The Sign District’s Identification Signs at the top of the office tower, hotel tower and residential tower would be illuminated overnight as is typical for this type of sign. The hotel tower and residential tower are 24-hour uses and would be exempt from this provision. The Sign District would also include off-site signage, which is not associated with a specific on-site business. However, all proposed signs would comply with applicable illumination standards and regulations established by the requested Sign District, including hours of operation. The DDG does not supersede regulations in Sign Districts, and provisions of adopted Sign Districts take precedence if there were a conflict with the DDG. Therefore, the Project would not conflict with this design principle.</p>

**C. Signage Guidelines By Placement Zone**

<p>Pedestrian Signs</p> <ul style="list-style-type: none"> <li>• Signage should reinforce the identity of the project and be visible from the most prominent public corner or frontage.</li> <li>• Signage should identify the main/visitor entrance or lobby, resident or visitor parking, community facilities, major amenities and commercial uses.</li> <li>• Pedestrian signs should be appropriately scaled from the primary viewing audience.</li> <li>• The location, size, and appearance of tenant identification signs should contribute to street activity and enhance the street-level experience that is appropriate to each Downtown district or neighborhood.</li> </ul>	<p><b>No Conflict.</b> As discussed above, the Sign District would establish clear standards to ensure cohesion and compatibility with the surrounding land uses, facilitate distinct signage that would support and enhance the overall Project design, and create a sense of place and enhanced pedestrian experience along the three street frontages that provide pedestrian connections to The Bloc’s interior.</p> <p>The proposed signs would allow restaurants and shops to be visually prominent from the surrounding streets by identifying the uses on the Project Site and by demarcating and enhancing the transit gateway to Downtown Los Angeles from the Metro 7th Street/Metro Center Station. Signage would also mark the secondary pedestrian entries to the Project Site located mid-block along Flower and Hope Streets. Signage is important in identifying the variety of commercial tenants, navigating to and from adjacent streets emphasizing The Bloc’s commercial uses and presence.</p> <p>The signs are intended for viewing primarily by pedestrians along the sidewalks, street frontages,</p>
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	<p>and from a longer distance, consistent with the DDG. The Sign District would not include traditional tenant signs located above the individual business' entry doors and instead would provide signs along the perimeter of the Project Site.</p> <p>The proposed Sign District would provide signs that would establish the Project Site as a primary mixed-use hub and a gateway to the Metro 7th/Metro Center Station. The Sign District would help to identify the many retail and commercial tenants, many of which do not have street frontage, and to highlight and establish The Bloc as a distinct Downtown destination in which to live, work, shop, or stay. The proposed Sign District would complement and support the neighboring 7th Street restaurant corridor, the bustling Financial District office properties to its north, and the emerging South Park mixed-use residential and commercial neighborhood and entertainment district to its south.</p> <p>The proposed Sign District would include signs that would contribute to the street activity and enhance the street-level experience in an active area of Downtown Los Angeles surrounded by several destinations, including 24-hour hotel uses, restaurants, shops, and within close proximity to the Los Angeles Convention Center, Crypto.com Arena, and L.A. Live.</p> <p>Therefore, with proposed Sign District would not conflict with these design principles.</p>
<p>Tall Building Signs</p> <ul style="list-style-type: none"> <li>• Tall Building Signs must be located between the top of the windows on the topmost floor and the top of the roof parapet or within an area 16 feet below the top of the roof parapet. On buildings with stepped, non-flat, or otherwise articulated tops, Tall Building Signs may be located within an area 16 feet below the top of the building or within an area 16 feet below the top of the parapet of the main portion of the building below the stepped or articulated top. Tall Building Signs must be located on a wall and may not be located on a roof, including a sloping roof, and may not block any windows.</li> </ul>	<p><b>No Conflict.</b> The SUD's tall building signs are referred to as Sign District Identification Signs. The proposed Sign District Identification Signs/Tall Building Signs at the existing office building conform to the DDG standard. The proposed Sign District would regulate permissible signage, and, pursuant to the policies of the DDG, the Sign District regulations would take precedence if there were a conflict with the DDG in relation to the DDG's regulation of Tall Building Signs.</p> <p>The rooftop of the office building is flat. As such, the two proposed Sign District Identification Signs located at the top of the office building would be placed within an area 16 feet below the top of the roof parapet.</p> <p>The rooftop of the proposed 53-story tower would be articulated and non-flat. The rooftop of the hotel</p>

<ul style="list-style-type: none"> <li>• A Tall Building Sign may not occupy more than 50% of the area in which the sign may be located on a single building face or 800 square feet, whichever is less and may include only a single line of text.</li> <li>• A building may have no more than two Tall Building Signs on any two sides of the building.</li> <li>• Tall Building Signs must be constructed of high quality, durable materials that are compatible with the building materials.</li> <li>• To the extent feasible, Tall Building Signs shall not be oriented toward nearby residential neighborhoods.</li> <li>• Tall Building Signs shall be designed to be changed over time.</li> </ul>	<p>building is articulated and not flat. The hotel roof level is cylindrical and architecturally different from the hotel’s main tower structure with active floor area consisting of a club lounge and fitness center for hotel guests to use. The proposed Sign District would regulate the area in which Tall Building signs are permitted for this new tower and the hotel tower, consistent with the overall intent of the DDG of prioritizing signs that are uniform and restrained in size, proportion and location and are also well-integrated into the building design.</p> <p>The proposed Identification Signs (Sign Nos. BDE-12, BDE-13, and BDE-14) located at the top of the new 53-story tower and the hotel’s Identification sign (Sign No. BDE-11) may be located outside the area that is 16 feet below the top of the roof parapet but would be authorized by the proposed Sign District ordinance, which includes regulations to ensure clarity and achieve the DDG intent of prioritizing signs that are uniform and restrained in size, proportion, and location and are also well-integrated into the building design.</p> <p>The Sign District would authorize two Identification Signs on the hotel building (one existing and one proposed), two Identification Signs on two adjacent façades on the office building, and three Identification Signs on three of the four façades of the new 53-story tower that are identical in design. The Sign District would authorize Identification Signs with two of the six tall building signs that would have areas greater than 800 square feet. Identification Signs located outside the area within 16 feet of the top of the parapet but limited by the proposed Sign District regulations to achieve the intent of prioritizing signs that are uniform and restrained in size, proportion and location and are also well-integrated into the building design. The Sign District would authorize three signs with one line of text and one logo (Sign Nos. BDE-09, BDE-10, BDE-11 and three signs with more than one line of text and a logo (Sign Nos. BDE-12, BDE-13, BDE-14).</p> <p>The proposed Identification Signs on the office building, hotel building, and the new 53-story tower would be constructed of high-quality, durable materials that are compatible with the building materials.</p>
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	<p>The proposed Identification Signs on the office building, hotel building, and the new 53-story tower would face all four street frontages. The Bloc Development is a mixed-use project and is located in a mixed-use area. The Project Site and vicinity have a zone designation of C2-4D. As such, the surrounding area consists of a mix of residential and commercial uses, which is consistent with the General Plan and Community Plan policies related to establishing Downtown as the primary economic, governmental, and social focal point of the region with a significant residential community. In accordance with the Community Plan, the Financial Core area is recognized in the Community Plan as the place for expanding the Downtown residential community which is a major component of efforts to revitalize Downtown. While it is not feasible to orient these signs entirely away from residential uses, the distance between these signs and the residential uses along with the Digital Display signs' illuminance level would ensure that the proposed signs would not exceed the significance thresholds defined by the LAMC at 3.0 fc at the residential properties and less than a 30-to-1-contrast ratio. The Lighting Report concludes that the Project Signs would not adversely impact residential or sensitive use properties.</p> <p>The proposed Sign District would permit changes to the proposed Identification Signs over time and would permit the use of new technologies and materials that meet the requirements of the proposed Sign District.</p> <p>Therefore, with the approval of the entitlement requests, the Project would not conflict with these design principles.</p>
<p>Corporate Campus Signs</p> <ul style="list-style-type: none"> <li>• Signage should reinforce the corporate or campus identity.</li> </ul>	<p><b>No Conflict.</b> The Project Site is an existing commercial and hotel development, comprising a shopping center with hotel and office and retail uses and is not a corporate campus. However, for informational purposes, the guidelines applicable to corporate campuses are discussed here. The proposed Sign District would authorize signs of similar type along all four street frontages that would reinforce the identity of The Bloc as a distinct destination consisting of multiple uses, including retail, theater, fitness, office, and hotel uses. The proposed 53-story tower would add up to 466</p>

	<p>residential units further establishing The Bloc as a place to live, work, shop, or stay.</p> <p>Therefore, the proposed SUD would not conflict with these design principles.</p>
<p>All signs integrate with the architecture, landscaping and lighting relate to one another in their design approach, and convey a clear hierarchy of information.</p>	<p><b>No Conflict.</b> The proposed Sign District would authorize unified signage that would establish the office tower, hotel tower, and the retail/parking podium, as well as the new 53-story tower, as part of the same development. As there are several building components with different building materials and design, the proposed signs would be integrated into the architecture, landscaping, and lighting of the respective building upon which the sign would be located. The proposed signs would ensure that The Bloc would be cohesive in its design. A clear hierarchy of signs would be created by the organization of the signs. The Tall Building Signs, also known as Identification Signs, are non-digital and are proposed to depict tenant logo and tenant name. The signs generally located at the Project Site’s horizontal band would be comprised of either Digital Displays or non-digital Wall Signs. Therefore, the Sign District would not conflict with this design principle.</p>
<p>Prohibited Signs</p> <p>The following signs are prohibited:</p> <ul style="list-style-type: none"> <li>• Internally illuminated awnings;</li> <li>• Conventional plastic faced box or cabinet signs;</li> <li>• Formed plastic faced box or injection molded plastic signs;</li> <li>• Luminous vacuum formed letters;</li> <li>• Animated or flashing signs (real-time information signs are permitted);</li> <li>• Wall murals covering windows;</li> <li>• Monument signs; and</li> <li>• Pole signs.</li> </ul>	<p><b>No Conflict.</b> The proposed Sign District does not include any of the prohibited signs.</p> <p>The proposed Sign District would authorize Digital Display Signs, Identification Signs, Wall Signs, and Digital Kiosks made with high-quality materials and not conventional or formed plastic faced box, cabinet signs, or injection molded plastic signs. Therefore, the Sign District would not conflict with these design principles.</p>

The Sign District would customize regulations for the authorized signs, modifying certain provisions of the DDG as applied to these signs, but generally consistent with the intent of the design principles of the DDG, as summarized below:

### 1. Digital Display Signs

DDG: The DDG prohibits Animated or Flashing Signs.

Proposed SUD: The proposed SUD authorizes nine Digital Display Signs (BDE-01, BDE-02 (A,B, C), BDE-05, BDE-07 (A, B, C), BDE-08 and eight Digital Kiosks (K1 to K3 and W1 to W5). All digital signs are subject to a refresh rate that is no more frequent than one refresh event every eight seconds with an instant transition between images. The sign image must remain static between refreshes.

The proposed Sign District would authorize Digital Display signs. There would be nine Digital Display Signs (including two sets of triplicate signs). There would also be eight Digital Kiosks (three floor-mounted and five wall-mounted) that are considered to be signs under applicable City regulations. The Conceptual Sign Plan matrix identifies the locations, maximum dimensions and other characteristics, and the architectural plans include schematic elevations of each building façade where digital display signs are proposed.

### 2. Signs Located within the 14-Foot to 40-Foot Zone Above the Sidewalk

DDG: The DDG requires that signs shall not be located between 14 feet above sidewalk elevation and 40 feet above sidewalk elevation to avoid conflicts with the tree canopy, except where the Applicant demonstrates that no conflict will occur.

Proposed SUD: The proposed SUD authorizes signs within this zone including BDE-01, BDE-02 (A,B, C), BDE-03, BDE-04, BDE-05, BDE-06, BDE-07 (A, B, C), BDE-08.

The Sign District would authorize signs within the 14-foot to 40-foot zone above the sidewalk, where the signs would be integrated with the development's horizontal band, a prominent architectural feature of the existing development. However, no conflict with street trees would occur. Much of the signage within the horizontal band would be located at street corners, not proximate to street trees. While some signage is located mid-block, such signs would be angled, and any signs located proximate to street trees would be visible from multiple locations along the street despite the proximity to street trees. Thus no conflict with street trees would occur and the Sign District would not conflict with the design principle underlying this standard of the DDG.

### 3. Sign Illumination Hours

DDG: The DDG states 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. Signs for 24-hour uses, such as hotels, are exempt from these limited hours of illumination.

Proposed SUD: The proposed SUD authorizes sign illumination of Digital Displays and Digital Kiosks to operate between 6:00 am and 2:00 am.

### 4. Identification Signs (Tall Building Signs)

DDG: The DDG limits the maximum Tall Building sign area to not more than 50% of the area in which the sign may be located or 800 square feet, whichever is less and may include only a single line of text.

Proposed SUD: The proposed SUD authorizes signs BDE-09 and BDE-10 to have a sign area greater than 800 square feet and authorizes signs BDE-12, BDE-13 and BDE-14 to have two lines of text.

DDG: The DDG requires that on a flat-topped building, Tall Building Signs must be located between the top of the windows on the topmost floor and the top of the roof parapet or within an area 16 feet below the top of the roof parapet.

Proposed SUD: The proposed SUD authorizes signs BDE-12, BDE-13 and BDE-14 to be located outside the 16-foot zone.

DDG: The DDG allows no more than two Tall Building Signs on any two sides of a building.

Proposed SUD: The proposed SUD authorizes signs BDE-12, BDE-13 and BDE-14 to be located on the proposed new tower.

The Identification Signs in the Conceptual Sign Plan are “Tall Building Signs” as regulated in the DDG. The Sign District would customize regulations for these Identification Signs, superseding certain regulations of the DDG for Tall Building Signs as they apply to the Sign District signs. The Sign District would authorize two of the six Identification Signs to have sign areas greater than 800 square feet and four Identification Signs that would be located outside the area within 16 feet of the top of the parapet. However, each of these signs would be limited by the proposed Sign District regulations to achieve the intent of prioritizing signs that are uniform and restrained in size, proportion and location and are also well-integrated into the building design. The Sign District would also authorize the Identification Signs to have both text and logos and more than one line of text.

Office Tower: The two Identification Signs proposed for the top of the existing office building (BDE-09 and BDE-10) would be located within an area 16 feet below the top of the roof parapet of this flat roof building. Thus, the Identification Signs for the office building would conform to the DDG standard for location of Tall Building Signs.

The Sign District proposes two Identification Signs on two adjacent façades on the office building.

Residential Tower:

The rooftop of the proposed 53-story tower would be articulated and non-flat. The Sign District would allow the proposed Identification Signs (BDE-12, BDE-13, and BDE-14) located at the top of the new 53-story tower and the hotel’s Identification Sign (Sign No. BDE-11) to be located outside the area that is 16 feet below the top of the roof parapet. However, the Sign District would specify locations for these signs to ensure clarity and achieve the DDG intent of prioritizing signs that are uniform and restrained in size, proportion, and location and are also well-integrated into the building design.

The Sign District proposes three Identification Signs on three of the four façades of the new 53-story tower.

Hotel Tower: As shown in the Conceptual Plan, the Sign District would authorize two Identification Signs on the hotel building (one existing and one proposed). The rooftop of the hotel building is

articulated and not flat. The hotel roof level is cylindrical and architecturally different from the hotel's main tower structure with active floor area consisting of a club lounge and fitness center for hotel guests to use. The new hotel Identification Sign (Sign No. BDE-11) would be located outside the area that is 16 feet below the top of the roof parapet. However, the Sign District would specify locations for these signs to ensure clarity and achieve the DDG intent of prioritizing signs that are uniform and restrained in size, proportion, and location and are also well-integrated into the building design.

All proposed Identification Signs on the office building, hotel building, and the new 53-story tower would be constructed of high-quality, durable materials that are compatible with the building materials. The proposed Sign District would permit changes to the proposed Identification Signs over time and would permit the use of new technologies and materials that meet the requirements of the proposed Sign District.

The proposed Sign District would regulate the area in which the Identification Signs are located on all buildings. Where signs are not limited to the area 16 feet below the top of the roof parapet, the specified sign locations are nonetheless consistent with the overall intent of the DDG of prioritizing signs that are uniform and restrained in size, proportion and location and are also well-integrated into the building design

The Bloc Development is a mixed-use project and is located in a mixed-use area. The Project Site and vicinity have a zone designation of C2-4D. As such, the surrounding area consists of a mix of residential and commercial uses, which is consistent with the General Plan and Community Plan policies related to establishing Downtown as the primary economic, governmental, and social focal point of the region with a significant residential community. In accordance with the Community Plan, the Financial Core area is recognized in the Community Plan as the place for expanding the Downtown residential community which is a major component of efforts to revitalize Downtown. While it is not feasible to orient these signs entirely away from residential uses, the location and illuminance regulations in the Sign District would ensure that the proposed signs would not exceed the significance thresholds defined by the LAMC at 3.0 fc at the residential properties and would have a less than a 30-to-1-contrast ratio. As concluded in the Sign District Lighting Study, the Sign District signs would not adversely impact residential or sensitive use properties.

Therefore, the proposed Sign District signs are consistent with the underlying design principles of the DDG.