

Appendix E

Land Use Appendix

Appendix E.1

Broadway Theater and Entertainment District Design Guide

Appendix E.1

Broadway Theater and Entertainment District Design Guide

Regulatory Framework

The Project Site lies at the northern end of the Broadway Theater and Entertainment District Community Design Overlay (CDO) area, where development is encouraged to reflect the overall vision of a cohesive, pedestrian-friendly, and vibrant entertainment, commercial, and mixed-use district.¹ To that end, the Broadway Theater and Entertainment District Design Guide (Broadway Design Guide) provides guidelines and standards for development projects along Broadway between 2nd Street on the north and Olympic Boulevard on the south, as well as on some adjacent parcels. The Broadway Design Guide provides guidance and direction on the rehabilitation of existing structures and the design of new buildings to improve the appearance, enhance the identity, and promote the pedestrian environment of the Broadway corridor and to encourage the development of a regional entertainment district centered around its 12 historic theaters.² The following key elements are recommended to achieve this vision: a consistent streetwall at the property line, with appropriate recesses for entrances; adequate transparency; appropriate signage; increased landscape detailing (as appropriate); and protection of historic structures. The Broadway Design Guide includes guidelines and standards that outline specific measures to promote and enhance the identity of the Broadway Theater and Entertainment District.

Project Consistency

The Broadway Design Guide sets forth guidelines and standards for development along a six-block portion of Broadway between 2nd Street and Olympic Boulevard, as well as on adjacent parcels, including the Project Site. The guidelines and standards that address

¹ *Separate from the Broadway Theater and Entertainment District CDO area in which the Project Site is located, the Broadway Theater and Commercial District (Historic District), which is listed in the National Register of Historic Places, is located south of the Project Site; the Project Site is not included in the Historic District. For further discussion of the Historic District, refer to Section IV.C, Cultural Resources, of this Draft EIR.*

² *Los Angeles Department of City Planning, Broadway Theater and Entertainment District Design Guide, July 9, 2009 (effective October 26, 2009).*

new construction reinforce the existing historic development patterns of the Broadway corridor and provide a site planning framework for infill projects. As discussed in detail in Table 1 beginning on page 3, the Project would support and generally be consistent with the Broadway Design Guide. Specifically, the Project would incorporate an innovative and contemporary design that would complement the Broadway corridor's historic elements (refer to Section IV.A, Aesthetics (Visual Character, Views, Light/Glare, and Shading), of this Draft EIR for further discussion of design/visual compatibility with the nearby historic resources). The proposed building would incorporate variations in building planes and other architectural features to reduce the effect of massing and provide a pedestrian scale adjacent to public streets. Overall, the height and massing of the building would shift away from Broadway toward Spring Street. The Project would further promote pedestrian activity by providing ground floor commercial retail uses and a landscaped pedestrian paseo traversing the site from Broadway to Spring Street, which would be integrated with the Metro plaza. Appropriate signage, lighting, and landscaping would be incorporated to complement the Broadway corridor.

Based on the above and as presented in Table 1, the Project generally would comply with the standards and guidelines established by the Broadway Design Guide.

Table 1
Project Consistency with Applicable Goals and Policies of the Broadway Theater and Entertainment District Design Guide

Guidelines	Analysis of Project Consistency
SITE PLANNING	
1. Respecting the Historic Context	
<p>Guideline 1: Pursue creative and innovative contemporary designs for new buildings that will complement Broadway's designated National Register Historic District.</p>	<p>Consistent. The design of the Project would be contemporary and distinct, incorporating elements such as shifting footprints and alternating types of curtain walls as well as horizontal and vertical articulation to break up the building planes and reduce visual massing. Overall, the height and massing of the building would shift away from Broadway toward Spring Street. While the Project would be differentiated from the older and historic buildings along Broadway, it would be compatible in scale and massing to the surrounding high-density urban uses and would complement the aesthetic character of the Downtown area. In addition, the Project would continue the pedestrian-oriented, mixed-use pattern of development that is characteristic of the Broadway corridor. In particular, the Broadway Theater and Entertainment District CDO area is characterized by buildings abutting the sidewalk with a limited setback, tripartite façades with ground level storefronts, and common building materials such as glazed terra cotta and cast stone, with the most prevalent architectural style being Beaux Arts. The Project would feature full-height storefront windows on the ground level, and the podium, with a height of approximately 113 feet, would closely match the height of nearby historic resources (the historic streetwall generally ranges from 100 to 150 feet in height in the Project area). The ground floor commercial uses would be articulated and transparent, with prominent entries oriented toward Broadway (facing the Metro plaza), 2nd and Spring Streets, and the pedestrian paseo. As discussed in Section IV.C, Cultural Resources, of this Draft EIR, the Project's indirect impact on nearby historic resources would be less than significant. In fact, in the dense urban setting of Downtown Los Angeles, the construction of new buildings near historic buildings is not uncommon, and new development has already occurred in proximity to the historical resources along Broadway.</p>
2. Building Orientation and Frontage	
<p>Guideline 2: Site buildings to promote pedestrian activity along the public right-of-way by placing business entrances on the street. Developments should not face inward but rather should be oriented towards the street to reinforce the existing character of the Broadway Corridor.</p>	<p>Consistent. In light of the Metro station and portal under construction at Broadway and 2nd Street, the Project's ground floor commercial retail uses would be primarily oriented toward the Metro plaza and 2nd Street, with additional entries facing the paseo and Spring Street. All ground floor retail space would have a floor-to-ceiling height of 20 feet, thus exceeding the 15-foot standard under Guideline 2, and the retail spaces would maintain a 25-foot depth. The building would have a prominent commercial</p>

Table 1 (Continued)
Project Consistency with Applicable Goals and Policies of the Broadway Theater and Entertainment District Design Guide

Guidelines	Analysis of Project Consistency
	<p>lobby opening to 2nd Street, the Metro plaza, and the paseo, while a residential lobby would open onto Spring Street. The proposed paseo would be integrated with the Metro plaza, thereby creating a larger public plaza that would extend from Broadway and 2nd Street across the center of the Project Site to Spring Street. Metro's plaza also would be supplemented to include planted areas, benches and café seating, as well as bicycle parking, thereby enhancing and promoting pedestrian activity. In addition, street trees and streetscape plantings would be introduced along Broadway and Spring Street to further enhance the pedestrian environment.</p>
3. Setbacks	
<p>Guideline 3: Encourage an inviting pedestrian environment and provide for streetwall continuity by locating new buildings at the property line or the prevailing setback (see definitions), as applicable. Where permitted, additional setback areas should encourage active public uses through additional street trees, outdoor seating areas, kiosks, forecourts and arcades.</p>	<p>Consistent. The proposed building footprint would respect the 5-foot Building Line established along Broadway, with levels 2 through 7 of the building extending over the Metro portal. In order to create continuous streetwalls, the retail spaces along 2nd Street would be set back approximately 3.5 feet from the required sidewalk easement, and the retail spaces along Spring Street would be set back 5.0 feet from the property line. Beneath the building canopy, the Metro plaza would be supplemented to include planted areas, benches and café seating, and bicycle parking, thus creating an inviting pedestrian environment. See Guideline 2 above for further discussion.</p>
4. Open Space	
<p>Guideline 4: Encourage publicly accessible, urban open spaces as part of a project site design to invite and encourage pedestrian activity. Create inviting spaces, provide shade, screen unattractive areas, and enhance architectural detailing through the thoughtful and careful placement of landscaping. Paseos and arcades should accommodate pedestrian traffic and offer opportunities for amenities such as outdoor dining, sitting areas, and landscaping. The arcade presents the opportunity for pedestrian-oriented retail.</p>	<p>Consistent. See discussion of Guidelines 2 and 3 above. As the Project Site has approximately 360 feet of street frontage on Broadway, an approximately 30,000-square-foot pedestrian paseo extending from Broadway to Spring Street would be provided, consistent with Guideline 4 standards. In addition, the Project would fulfill Standard 4e by providing rooftop open space for residents on building levels 8, 15, and 27. These rooftop terraces would be integrated into the architecture of the building and contain both passive and active open spaces.</p>
5. Corporate Identity Architecture	
<p>Guideline 5: Buildings in the District should contribute to the architectural integrity of the surrounding area. Buildings used for franchise restaurants, retail space or other formula commercial uses that traditionally have a pre-determined corporate architectural identity may not be compatible with these guidelines. In</p>	<p>Consistent. See Guideline 1 above regarding the Project's architectural design. The Project would not have a pre-determined corporate architectural identity and would be consistent with design guidelines and standards included in the Broadway Design Guide, as well as signage requirements for the Broadway Sign District. It is expected that commercial tenants on the ground floor may have</p>

Table 1 (Continued)
Project Consistency with Applicable Goals and Policies of the Broadway Theater and Entertainment District Design Guide

Guidelines	Analysis of Project Consistency
such cases, buildings shall be redesigned so as to be consistent with these Design Guidelines and Development Standards.	signage with corporate identification, but the building is not expected to be modified to accommodate corporate architecture of future commercial tenants.
6. Building Scale and Massing	
<p>Guideline 6: Building massing of new buildings should complement the existing urban form and the prevailing height of existing buildings while considering light, shadows, views, etc.</p>	<p>Consistent. See Guideline 1 above. While the proposed building would be taller than existing buildings on the immediately adjacent parcels, the scale and height of the Project would be consistent with overall development within the surrounding area and Downtown Los Angeles as a whole. The highest concentration of high-rise buildings in Downtown is located approximately three blocks southwest of the Project Site, and many other high-rise structures are located throughout the Downtown area. In addition, approval of the proposed Zone Change to remove [Q] Condition No. 7 of Ordinance 180,871, which requires a minimum 30 percent and maximum 40 percent lot coverage for portions of a building over 150 feet in height, would allow for a more slender building profile without impractically large building floorplates. Further, the existing five-level parking structure in the southern portion of the Project Site would provide a buffer between the proposed tower and the older buildings to the south. As analyzed in Section IV.A, Aesthetics (Visual Character, Views, Light/Glare, and Shading), of this Draft EIR, the Project would not result in significant lighting, shading, or view impacts.</p>
7. Building Articulation	
<p>Guideline 7: Heighten visual interest and enhance pedestrian orientation by incorporating variation in the facades of buildings. These elements and variations may include: architectural features; changes in building materials, texture and color; generously sized, transparent display windows; arcades, canopies and awnings; cornices, and other details such as transom windows and overdoors. New developments should be governed by a formal architectural concept, like the existing historic structures, that exhibits variation in the basic principles of visual order to clarify buildings' uses and differentiate ground floor uses.</p>	<p>Consistent. See Guideline 1 above. The proposed building would include a series of stacked volumes of varying sizes with shifting footprints and alternating types of curtain walls, capped by a bronze-colored (or other metallic) façade. Specifically, levels 1 through 7 would comprise one volume and serve as the building podium, with levels 2 through 7 extending over the Metro portal. Levels 8 through 14 would comprise the next volume, which would be stepped back substantially from Broadway and slightly from 2nd Street. Levels 15 through 18 and levels 19 through 26 also would be separate volumes, with the footprint of each shifting back and forth in relation to the adjacent streets. Levels 27 through 30 would comprise the smallest volume, which would be stepped back the furthest from both Broadway and 2nd Street. The highest two volumes, levels 27 through 30 and the eastern half of levels 19 through 26, would include a bronze-colored (or other metallic) façade. The Project would fulfill the Guideline 7 standards by providing façade fenestration and articulation similar to elements typical of the Civic Center area. Primary façade materials would include glass and various types of metal panels such as anodized</p>

Table 1 (Continued)
Project Consistency with Applicable Goals and Policies of the Broadway Theater and Entertainment District Design Guide

Guidelines	Analysis of Project Consistency
	aluminum, stainless steel, or bronze-colored metal. Ground floor commercial retail uses would be differentiated through the use of transparent windows treatments, with traditional bulkheads to define entrances, and would be further enhanced by landscaping and other pedestrian features. Overall, the Project would create a distinct building that would heighten visual interest and enhance the pedestrian experience.
8. Entry Treatments	
<p>Guideline 8: Each building should have a prominent main building entrance that allows pedestrians access to a main lobby from Broadway and any perpendicular side street to an active pedestrian environment.</p>	<p>Consistent. See discussion of Guideline 2. Each of the building façades (i.e., facing Broadway within the Metro Plaza, along 2nd and Spring Streets, and along the paseo) would have public entrances to the commercial retail tenants and/or lobbies serving both the retail spaces and the office uses. In addition, the Spring Street façade would include a private entrance to the residential lobby as well as a loading dock. Lobby entrances would be recessed, and canopies (formed by the shifting floorplates above) would extend beyond all of the entrances. The entrances would be highlighted in a consistent manner with architectural treatments and appropriate lighting and signage.</p>
9. Storefronts	
<p>Guideline 9: Encourage window-shopping and an active pedestrian environment by providing a significant level of storefront transparency at the ground floor on building facades along public streets. Storefronts should allow maximum visibility from sidewalk areas into the interior of all commercial uses. Storefront entrances should be designed so that they are a predominant architectural feature on the building façade and create an inviting entrance.</p>	<p>Consistent. Ground floor storefronts would be glass with transparent glazing to allow for maximum visibility. Entrances would be prominent and inviting, with landscaping and other streetscape features contributing to the pedestrian environment. See also Guidelines 1, 7, and 8 above for further discussion.</p>
10. Windows	
<p>Guideline 10: All structures should have as many windows as possible on the ground floor when facing a street or pedestrian walkway. There should be little or no blank wall area, except to separate buildings or retail/office spaces. This increases safety by allowing businesses to have 'eyes on the street' and passersby to see interior building activities. Windows should incorporate passive solar and other green building standards to the extent feasible to reduce energy consumption.</p>	<p>Consistent. See discussion of Guidelines 1, 7, and 9 above. The building façades would primarily consist of glass, with various types of metal panels accenting the upper floors. The glass and mullions in the podium and tower curtainwalls would be evenly and regularly spaced with different glazing treatments for each multi-story volume of the building. Ground level uses would incorporate transparent glass that is selected for qualities such as low reflectivity to reduce glare; energy efficiency to limit solar heat gain; high visibility for adequate light transmission; and acoustic performance to reduce noise from outside.</p>

Table 1 (Continued)
Project Consistency with Applicable Goals and Policies of the Broadway Theater and Entertainment District Design Guide

Guidelines	Analysis of Project Consistency
11. Façades, Exterior Surface Materials, and Color	
Guideline 11: The texture of building façades should be complementary to other buildings in the surrounding area. Large expanses of the same building material detract from the building's aesthetics. The use of varied and complementary building materials reduces the mass of a building and creates visual interest.	Consistent. See discussion of Guidelines 1, 7, 9, and 10 above. While the Project would incorporate a contemporary aesthetic, the façade, materials, and colors of the proposed building would be generally consistent with and complement the overall urban fabric in the area. Moreover, the various façade finishes of each stacked volume of the building would add to its unique architectural aesthetic.
12. Lighting	
Guideline 12: Lighting should be incorporated into the design not only to accentuate architectural features, but also to provide a safe environment for pedestrian activity. All open areas, including parking lots, walkways, and trash areas, should have security lighting for safety.	Consistent. Project lighting would include low-level exterior lights at the perimeter of the building, in the canopy over the Metro portal, and in the paseo, as needed, for aesthetic, security, and wayfinding purposes. More specifically, storefronts, entryways, and pedestrian areas would be illuminated with down-cast lighting, while architectural features would be illuminated with accent up-lights to the greatest extent possible, thus complying with the Guideline 12 standards. New street and pedestrian lighting within the public right-of-way would provide appropriate and safe lighting levels on both sidewalks and roadways. In addition, pursuant to POL-PDF-3 and POL-PDF-4 set forth in Section IV.I.1, Public Service—Police Protection, of this Draft EIR, the Project would include proper lighting of buildings and walkways to maximize visibility, provide for pedestrian orientation, and clearly identify secure pedestrian travel routes between the on-site Metro portal, parking garage, and points of entry into the building.
13. Awnings and Canopies	
Guideline 13: Where appropriate, use awnings or canopies to define the public realm of the sidewalk, provide shelter and shade, and enhance the building façade by adding variation, color, and horizontal rhythm. Awnings and canopies reinforce a pedestrian scale and add a comfortable sense of enclosure to outdoor seating and other active public uses.	Consistent. As previously discussed, lobby entrances would be recessed, and upper story building canopies would extend beyond all of the entrances. In addition, levels 2 through 7 of the building (i.e., the podium) would extend over the Metro portal, forming a canopy over the Metro plaza and creating a pedestrian-scaled enclosure with planted areas, benches and café seating, as well as bicycle parking.
14. Security Grilles	
Guideline 14: Buildings should be designed with security features that effectively deter criminal activity while maintaining a positive image about the community. When used, security grilles should be screened from view during business hours and should be integrated into the design of the building.	Consistent. The Project would include numerous security features, including private on-site security, a closed circuit security camera system, 24-hour controlled access for the office and residential floors, and security patrols of the parking structure. The Project would be designed such that entrances and exits accessing the building, open spaces, and pedestrian walkways would be open and in view of surrounding sites. No security grilles are proposed, and the

Table 1 (Continued)
Project Consistency with Applicable Goals and Policies of the Broadway Theater and Entertainment District Design Guide

Guidelines	Analysis of Project Consistency
	vehicle loading area on Spring Street would have a solid roll-up door for security and visual screening. In addition, buildings and walkways would be properly lit in order to provide for pedestrian orientation and clearly identify secure pedestrian travel routes between the on-site Metro portal, parking garage, and points of entry into the building. Parking areas would also be sufficiently lit to maximize visibility and reduce areas of concealment.
15. Utilities, Mechanical Equipment, Trash Containers, and Loading	
Guideline 15: Utilities, storage areas, loading docks, mechanical equipment and other service areas should be screened from the adjacent public right-of-way. Equipment can be screened from public view through the use of building parapets, landscaping walls and other similar architectural treatments. Plywood and wood lattice screens should be avoided.	Consistent. The Project's loading area would be located along Spring Street. Service areas and trash containers would be located entirely within the building and accessed from Spring Street. No mechanical equipment would project beyond any windows facing any street. Utility areas not located within these areas would be properly screened from the surrounding roadways via architectural treatments or landscaping.
16. Sidewalk Dining Enclosures	
Guideline 16: Support an open and safe physical environment by designing enclosures for outdoor eating areas that do not detract from the quality of the pedestrian experience along the sidewalk.	Consistent. The Project is not currently designed to include restaurant uses and thus would not include outdoor dining areas. However, benches and café seating would be provided as pedestrian amenities in both the Metro plaza and paseo. Outdoor seating areas would be located in a manner that would not impede the pedestrian path of travel.
17. Wireless Telecommunication Facilities	
Guideline 17: Wireless telecommunication facilities should be designed so as to appear compatible with or complementary to surrounding architecture and structures.	Not Applicable. The Project would not include wireless telecommunication facilities.
PARKING AND VEHICULAR ACCESS	
18. Parking and Parking Structure Design	
Guideline 1: Parking lots and structures should fit within the urban fabric; massing, scale and façade articulation should respond to the surroundings and provide a degree of three-dimensional interest. The overall design should promote pedestrian safety by minimizing conflict with vehicles. Parking should encourage a balance between a pedestrian-oriented Broadway and necessary car storage. Protect nearby residents from potential adverse impacts—noise, visual, or otherwise—of parking and parking structures.	Consistent. The existing five-level parking structure located on the southern portion of the Project Site would remain and provide the required vehicular parking and long-term bicycle parking for the proposed uses. Access to the parking structure would continue to occur via one existing driveway on Broadway and two existing driveways on Spring Street. Landscaping around the perimeter of the parking structure would be enhanced with streetscape plantings and would include new street trees on Broadway and Spring Street. The length of the northern façade of the parking structure would be landscaped as part of the paseo and would include trellis plantings and potentially a water wall feature to mask

Table 1 (Continued)
Project Consistency with Applicable Goals and Policies of the Broadway Theater and Entertainment District Design Guide

Guidelines	Analysis of Project Consistency
	views of the structure and create a pedestrian-friendly environment.
19. Vehicular Access	
Guideline 2: Minimize conflicts between pedestrians on the sidewalk and automotive traffic by providing vehicular access to parking areas along side streets or alleys wherever possible.	Consistent. See discussion of Guideline 1 under Parking and Parking Structure Design, above. Pedestrian entrances to the parking structure would continue to be provided at the northwest and northeast corners of the structure and would face the Metro plaza and paseo. Accordingly, the pedestrian path of travel between the parking structure and Project development would be separate from the vehicular entrances. A new driveway would be needed for the loading dock along Spring Street; however, since the Project Site has 360 feet of frontage along Spring, having two driveways (including the existing parking structure driveway) would be consistent with New Construction Standard 19.2b.
LANDSCAPING	
1. Site Landscaping	
Guideline 1: Landscape the areas surrounding a building including site entrances, walkways and parking lots with small trees, planter boxes and tubs of flowers.	Consistent. The Project would include street trees and streetscape plantings along Broadway, 2nd Street, and Spring Street. As previously discussed, a landscaped paseo would be located between the new building and the existing parking structure to the south, which would include canopy trees, a variety of shrubs and grasses, planted trellises and potentially a water wall feature, benches and café seating, and permeable paving. Landscaping would also be provided along the perimeter of the existing parking structure.
2. Landscaping for Surface Parking Lots and Parking Structures	
Guideline 2: Buffer existing parking adjacent to a public right-of-way with a landscaped barrier.	Consistent. The Project would involve removal of the former surface parking area in the northern portion of the Project Site, and parking for the Project would be located in the existing parking structure in the southern portion. The Project would include landscaping around the perimeter of this parking structure, as well as new street trees along Broadway and Spring Street (the western and eastern façade of the structure, respectively). In addition, the length of the northern façade of the parking structure would be landscaped as part of the paseo and would include trellis plantings and potentially a water wall feature to mask views of the structure and create a pedestrian-friendly environment.
<hr/> <p>Source: <i>Eyestone Environmental, 2018.</i></p>	

Appendix E.2

Downtown Design Guide: Urban Design Standards and Guidelines

Appendix E.2

Downtown Design Guide: Urban Design Standards and Guidelines

Regulatory Framework

The Downtown Design Guide: Urban Design Standards and Guidelines (Downtown Design Guide), adopted in June 2009, supplements the City of Los Angeles (City) General Plan Framework Element, Central City Community Plan (Community Plan), and Los Angeles Municipal Code (LAMC) in promoting high quality design and architecture while preserving the character and scale of Downtown Los Angeles.¹ To encourage the development of a more sustainable community, the Downtown Design Guide calls for sound choices at all levels of planning and design—from land use and development decisions to building massing and materials choices—with an emphasis on walkability and the creation of great streets, districts, and neighborhoods. The focus of the Downtown Design Guide is on the relationship of buildings to the street, including sidewalk treatment, building character adjacent to sidewalks, and transit connections. The successful treatment of these key features, coupled with attention to building façade details in the first 30 to 40 vertical feet of buildings, forms the basis for providing high quality development at a human scale.²

Project Consistency

The Project's consistency with the applicable design principles, standards, and guidelines set forth in the Downtown Design Guide is analyzed in Table 1 on page 3. As discussed therein **Error! Reference source not found.**, the Project generally would comply with the design principles, standards, and guidelines, particularly regarding development of a human/pedestrian scale and the relationship of the building to the street and pedestrian activities along Broadway, 2nd Street, and Spring Street. The Project would result in an improved and aesthetically appealing streetscape that would promote pedestrian activity by

¹ While an updated version of the Downtown Design Guide was adopted in June 2017, the Draft EIR assesses the Project's consistency with the 2009 version of the Downtown Design Guide because the Project's entitlement applications were deemed complete in October 2016, prior to adoption of the updated version.

² City of Los Angeles, *Downtown Design Guide*, June 2009.

providing ground floor commercial retail uses featuring extensive transparent windows, human scaled elements such as fenestration delineation and doorways, and entry canopies to encourage walkability and create visual interest in the frontage design. The Project would include landscaping, street trees, and other pedestrian amenities such as planted areas, benches and café seating, and bicycle parking to further enhance the pedestrian environment. The pedestrian paseo would connect Broadway and Spring Street and would be integrated with the Metro plaza, which would support Metro ridership and connectivity into and through the site.

The proposed building would include architectural design features and façade articulation to reduce massing and add visual interest. Specifically, the building would consist of a series of stacked volumes of varying sizes, with shifting floorplates that would generally shift away from Broadway toward Spring Street. In addition, the Project would incorporate a variety of building materials, including glass and various types of metal panels such as anodized aluminum, stainless steel, and bronze-colored metal that would provide horizontal and vertical articulation to break up the building planes and reduce visual mass. The ground floor uses would be designed with extensive transparent windows to visually differentiate ground floor uses from the office floors above.

Based on the above and as presented in Table 1 on page 3, the Project generally would comply with the design principles, standards, and guidelines established by the Downtown Design Guide.

**Table 1
Project Consistency with Applicable Standards and Guidelines of the Downtown Design Guide**

Standards/Guidelines ^a	Analysis of Project Consistency
SUSTAINABLE DESIGN	
A. Neighborhood Design	
<p>A.1. Support walkability through sensitive design of the site, building and streetscape.</p>	<p>Consistent. As a development within the Downtown Center and a Project Site that is designated as a Regional Center Commercial, the Project would result in an improved and aesthetically appealing streetscape that would promote pedestrian activity by providing ground floor commercial retail uses featuring extensive windows to encourage pedestrian activities and create a human-scaled frontage design. The Project would also include a landscaped paseo located between the new building and the existing parking structure to the south that would form a pedestrian pathway from Broadway and the Metro portal across the site to Spring Street, thus supporting connectivity to and through the block. This paseo would include a variety of softscape and hardscape features such as canopy trees, a variety of shrubs and grasses, planted trellises and potentially a water wall feature, benches, and café seating. Sustainable feature would include climate appropriate plantings and permeable paving. In addition, the Project would promote neighborhood design, access to public transit, and walkability since the Project Site would house the Metro Regional Connector 2nd Street/Broadway rail station and portal, which are currently under construction.</p>
<p>A.2. Since all of Downtown is within walking distance of transit, design all projects as transit-oriented developments (TODs) that encourage residents, tenants and visitors to use transit.</p>	<p>Consistent. The Project has been specifically designed to integrate transit use, notably the Metro Regional Connector 2nd Street/Broadway station, currently under construction on-site. As noted above, the Project would include a pedestrian paseo traversing the site that would form a pedestrian pathway from Broadway and the Metro portal to Spring Street. In addition, the Project’s TDM Plan, set forth in Project Design Feature TR-PDF-2 detailed in Section IV.J, Transportation/Traffic, of this Draft EIR, includes the provision of transit information, in order to make transit use safer and more attractive.</p>
<p>A.3. Orient projects to provide convenient access to the nearest transit options (Metro rail or bus, DASH) wherever possible.</p>	<p>Consistent. The Project would be developed in the Downtown Center within an area well-served by public transit. Specifically, the Project Site would house the Metro Regional Connector 2nd Street/Broadway rail station and portal, which are currently under construction. Additional Metro Regional Connector stations are under construction at 2nd Street/Hope Street and 1st Street/Central Avenue, which are both within a ½-mile radius of the Project Site. Further, the Project Site is currently served by four Metro rail lines and 11 local and inter-city transit operators, including Metro LADOT DASH, Antelope Valley, Big Blue Bus, Commerce Bus, Gardena Bus, Montebello Bus, Santa Clarita, Foothill Transit, OCTA, and Torrance Transit Service. The main entrances to the proposed building would be located along streets served by</p>

Table 1 (Continued)
Project Consistency with Applicable Standards and Guidelines of the Downtown Design Guide

Standards/Guidelines ^a	Analysis of Project Consistency
	transit. See also discussion of Standard A.2 above.
B. Street and Alley Design	
<p>B.1. Design sidewalks, including street trees, parkways, tree wells and paving, to collect stormwater runoff, thereby contributing to sustainable Green Streets and enhancing the value of the project.</p>	<p>Consistent. As discussed in the Initial Study prepared for the Project and included in Appendix A of this Draft EIR, in accordance with National Pollutant Discharge Elimination System (NPDES) Municipal Permit requirements, the Project would be required to implement Standard Urban Stormwater Mitigation Plan (SUSMP) requirements during the operational life of the Project to reduce the discharge of polluted runoff from the Project Site. The Project would also be required to comply with the City's Low Impact Development (LID) Ordinance (Ordinance No. 181,899), which promotes the use of natural infiltration systems, evapotranspiration, and the reuse of stormwater. To this end, Best Management Practices (BMPs) would be implemented to collect, detain, and treat runoff on-site before discharging into the municipal storm drain system. Specifically, as detailed in the Project's Hydrology Report (Appendix IS-3 of the Initial Study), a stormwater capture and use system (i.e., harvesting system) is proposed on-site. This system would include a harvesting cistern with a pre-treatment settlement device to filter out trash and debris before water is used to irrigate the landscaped areas of the Project Site. In addition, the proposed landscape plan would incorporate landscape contouring/bioswales, rain gardens, cisterns, and tree pits to minimize precipitation runoff.</p>
C. Site and Landscape Design	
<p>C.1. Incorporate on-site landscape elements that reduces energy use and enhance livability.</p>	<p>Consistent. The Project would reduce energy usage through a variety of measures including solar passive design, daylight harvesting, natural ventilation, and thoughtful building orientation. The Project would also enhance livability by introducing new landscaping on-site, both on the ground level and on the various amenity decks throughout the building. Also see discussion of A.1 above regarding the landscaped paseo.</p>
<p>C.2. Consider providing a green roof to reduce solar gain (which contributes to the urban heat island effect) and to reduce the quantity of water entering the storm drain system.</p>	<p>Consistent. The Project does not include installation of a green roof but, as discussed earlier under B.1 and C.1, the Project would include sustainability features to reduce solar gain and BMPs to reduce the amount of water entering the storm drain system.</p>
D. Building Design	
<p>D.1. All projects are required to comply with the City's Green Building Ordinance.</p>	<p>Consistent. As discussed in Section II, Project Description, of this Draft EIR, the Project would incorporate environmentally sustainable design features required by the Los Angeles Green Building Code. Project design features would be incorporated to reduce energy and water usage and wastewater and solid waste generation, thereby promoting</p>

Table 1 (Continued)
Project Consistency with Applicable Standards and Guidelines of the Downtown Design Guide

Standards/Guidelines ^a	Analysis of Project Consistency
	the construction of a sustainable building to minimize the Project's effects on the environment and minimize the use of non-renewable resources. Examples of such features include the use of building materials with a minimum of 10 percent recycled-content and water saving fixtures and appliances in all residential units. In addition, the Project would exceed the 2016 Building Energy Efficiency Standards baseline requirements by 10 percent for energy efficiency in accordance with Project Design Feature GHG-PDF-1.
SIDEWALKS AND SETBACKS	
A. Sidewalks	
Design sidewalks that are walkable and accommodate a variety of uses.	Consistent. As discussed in Section IV.F, Land Use, of this Draft EIR, the Project includes sidewalk easements along Broadway, 2nd Street, and Spring Street in order to comply with the City's General Plan Mobility Plan 2035 standards for required sidewalk easement widths. Streetscape amenities provided by the Project would include street trees, pedestrian-scale lighting fixtures and elements, and landscaped outdoor seating areas.
Design sidewalks to accommodate and support large street trees and to collect stormwater, providing continuous parkways where feasible.	Consistent. See the discussion immediately above regarding sidewalks and street trees and B.1 above regarding stormwater collection.
Install and maintain streetscape improvements on all streets adjacent to a project.	Consistent. See discussion above regarding sidewalk widening and streetscape amenities provided as part of the Project.
B. Setbacks	
Provide setbacks appropriate to the adjacent land use and district.	Consistent. According to the setback standard for ground floor retail uses, the building street wall shall be located at or within a few feet of the back of the required average sidewalk width. The Project would comply with this standard along 2nd and Spring Streets, where the building façade would adhere to the sidewalk easements, with space provided for doorway openings and recessed lobby entrances. More specifically, in order to create continuous streetwalls, the retail spaces along 2nd Street would be set back approximately 3.5 feet from the required sidewalk easement, and the retail spaces along Spring Street would be set back 5.0 feet from the Metro property line. Parallel to Broadway, the ground floor uses would be set back from the Metro portal and plaza; however, the building podium above street level would extend to the edge of the sidewalk easement. This design would comply with the Downtown Design Guide standard that encourages variations in the setback to improve building function, create visual interest, and appropriately respond to the urban context.

Table 1 (Continued)
Project Consistency with Applicable Standards and Guidelines of the Downtown Design Guide

Standards/Guidelines ^a	Analysis of Project Consistency
GROUND FLOOR TREATMENT	
A. Ground Floor Treatment along Retail Streets	
Design ground floor space on designated Retail Streets 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.	Consistent. The proposed ground level commercial retail uses and pedestrian paseo would promote pedestrian activity and further activate the streets in the Project area. Specifically, the ground floor commercial retail uses would be oriented to the adjacent streets and would feature extensive transparent windows and entry canopies to encourage pedestrian activities and create a human-scale frontage design. Further, the building façade would be articulated along all street frontages to add visual interest and enhance the pedestrian experience. In addition, the Project includes sidewalk easements to improve pedestrian travel throughout the area. As previously discussed, the paseo would include canopy trees, a variety of shrubs and grasses, planted trellises and potentially a water wall feature, benches and café seating, and permeable paving.
B. Ground Floor Treatment along Other Streets	
Design ground floor space facing other streets to accommodate habitable space and to avoid blank walls and visible parking.	Consistent. See discussion regarding Ground Floor Treatment along Retail Streets above. All Project parking would be provided in the existing parking structure on the southern portion of the Project Site and thus would be largely out of public view.
C. Ground Floor Treatment along All Streets	
Orient buildings to the street to promote the sidewalk activity.	Consistent. See discussion regarding Ground Floor Treatment along Retail Streets above.
Incorporate a pedestrian-oriented scale at the street level.	Consistent. See discussion regarding Ground Floor Treatment along Retail Streets above.
Don't waste valuable street frontage on "back of house" uses.	Consistent. Most mechanical equipment would be located in the basement level of the building. Per City requirements, mechanical, electrical, and roof top equipment, as well as building appurtenances, would be screened from public view. In particular, rooftop mechanical equipment would be screened, and the Project would prohibit the installation of satellite dishes. Additionally, trash areas associated with the proposed buildings would be enclosed or otherwise screened from view from public rights-of-way during Project operation. Other back of house uses would be located either below ground or at the southeastern corner of the building where the loading dock would be located (which would be visually separated by a solid roll-up door), away from the retail-oriented street frontages.

Table 1 (Continued)
Project Consistency with Applicable Standards and Guidelines of the Downtown Design Guide

Standards/Guidelines ^a	Analysis of Project Consistency
PARKING AND ACCESS	
A. All Parking and Access	
Locate parking, loading and vehicular circulation to minimize its visibility.	Consistent. The Project involves removal of the former surface parking lot on-site. The existing five-level parking structure located on the southern portion of the Project Site would remain and provide the required vehicular parking and long-term bicycle parking for the proposed uses. Access to the parking structure would continue to occur via one existing driveway on Broadway and two existing driveways on Spring Street. In addition, one new driveway on Spring Street is proposed to access the loading area for the new building.
Locate drop-off zones along the curb or within parking facilities to promote sidewalk/street wall continuity and reduce conflicts with pedestrians.	Consistent. The Project would include a residential lobby and loading area along Spring Street that would be designed to promote sidewalk continuity and reduce conflicts with pedestrians.
Encourage the use of alternate modes of transportation by providing incentives for reduced automobile use.	Consistent. The Project would be located in an area well-served by public transit. Specifically, the Project Site is located approximately 700 feet from the Civic Center/Grand Park Metro Purple and Red Line station (located at the southwest corner of 1st Street and Hill Street) and 0.48 mile from the Pershing Square Metro Purple and Red Line station. Moreover, as previously mentioned, a Metro Regional Connector station and portal are currently under construction on-site. Additional Metro Regional Connector stations are under construction at 2nd Street/Hope Street and 1st Street/Central Avenue, which are both within a ½-mile radius of the Project Site. The site is also served by Metro Bus Lines 2, 4, 30, 33, 35, 40, 45, 68, 83, 84, 92, 302, 330, 728, 733, 745, and LADOT DASH Line D. The Project would provide bicycle parking and amenities within the Project Site to encourage alternative modes of transportation. Furthermore, the Project would implement a TDM Program to promote non-auto travel and reduce the use of single-occupant vehicle trips.
Limit the number and width of curb cuts and vehicular entries to promote street wall continuity and reduce conflicts with pedestrians.	Consistent. The Project includes one new driveway on Spring Street to provide access to the proposed building's loading area. No other curb cuts are proposed along the surrounding street frontages.
MASSING AND STREET WALL	
A. Massing	
Design building massing to reinforce the street wall with well-scaled elements or structures that are sensitive to the neighborhood context.	Consistent. The Project would be similar in height and scale to other mid- and high-rise development in the Project vicinity and throughout the Downtown area. Furthermore, the proposed building's stacked volumes with varying sizes and shifting footprints would create an articulated façade and allow the height and massing to shift away from Broadway toward

Table 1 (Continued)
Project Consistency with Applicable Standards and Guidelines of the Downtown Design Guide

Standards/Guidelines ^a	Analysis of Project Consistency
	Spring Street, which would provide a transition in building height as experienced from Broadway and 2nd Street. In addition, ground floor commercial retail uses would be designed with large transparent glass windows that would differentiate these uses and enhance the pedestrian experience. As previously discussed, the Project also would include landscaping and pedestrian amenities to further improve pedestrian environment.
B. Street Wall	
On Retail Streets, design building walls along the sidewalk (Street Walls) to define the street and to provide a comfortable scale for pedestrians.	Consistent. See the discussions regarding massing above and setbacks further above with respect to street wall design.
C. Spacing	
Provide privacy and natural light and air for all residential units.	Consistent. All residential units would have access to natural light and air, with substantial windows and in many cases private balconies, with amenity decks provided on various levels. As indicated in Section II, Project Description, of this Draft EIR, fenestration would be designed for solar orientation.
D. Towers	
Towers should have slender massing and sound proportions.	Consistent. As illustrated in the building elevations included as Figure IV.A-3 and Figure IV.A-4 in Section IV.A, Aesthetics (Visual Character, Views, Light/Glare, and Shading), of this Draft EIR, and in the conceptual renderings included as Figure II-5 and Figure II-6 in Section II, Project Description, the new building has been designed as a series of stacked volumes of varying sizes with shifting footprints rather than as a linear tower. This design would allow the height and massing to shift away from Broadway toward Spring Street, which would provide a transition in building height as experienced from Broadway and 2nd Street. Additionally, as shown in the west and east elevations, included in Figures IV.A-3 and Figure IV.A-4, respectively, the building would have a more slender profile along Broadway and Spring Street, and the stacked volumes would maintain sound proportions. The result would be a distinct and contemporary design that would be consistent with the height and scale of surrounding development and enhance the character of the Project area.
Tower forms should appear simple yet elegant, and add an endearing sculptural form to the skyline.	Consistent. See discussions above regarding massing and towers.
ON-SITE OPEN SPACE	
Provide publicly accessible open spaces at street level that provide pedestrian linkages	Consistent. The Project includes a landscaped paseo between the new building and the existing parking structure to

Table 1 (Continued)
Project Consistency with Applicable Standards and Guidelines of the Downtown Design Guide

Standards/Guidelines ^a	Analysis of Project Consistency
throughout Downtown.	the south, which would form a pedestrian pathway from Broadway and the Metro portal across the site to Spring Street. This paseo would include canopy trees, a variety of shrubs and grasses, planted trellises and potentially a water wall feature, benches and café seating, and permeable paving. In addition, street trees and streetscape plantings would be introduced along Broadway and Spring Street. The Project also includes sidewalk easements along Broadway, 2nd Street, and Spring Street in order to comply with the City's General Plan Mobility Plan 2035 standards for required sidewalk easement widths.
Provide adequate open space to serve residents.	Consistent. The Project would provide a variety of open space areas within the Project Site, including recreational amenities for residents and on-site employees. For tenants, amenity decks offering a variety of social and community spaces would be provided on levels 8, 15, 19, and 27 and would include landscaped terraces, rooftop gardens, gathering spaces including barbeque and outdoor dining areas, and a swimming pool. Indoor recreational spaces would include a fitness center, two common rooms, and a lounge. Private balconies also would be provided on various levels for both residences and some of the office uses. The Project also includes landscaped paseo, described above. A total of 27,765 square feet of usable common open space and 800 square feet of usable private open space would be provided for Project residents.
Incorporate amenities that facilitate outdoor activities such as standing, sitting, strolling, conversing, window-shopping and dining, including seating for comfort and landscaping for shade and aesthetics.	Consistent. See discussion above regarding ground floor open space and residential open space provided as part of the Project.
Use landscape elements to provide shade and other functional and aesthetic objectives.	Consistent. As indicated above, the pedestrian paseo would provide a variety of softscape and hardscape areas and include canopy trees, a variety of shrubs and grasses, and planted trellises. In addition, street trees and streetscape plantings would be introduced along Broadway and Spring Street.
ARCHITECTURAL DETAIL	
A. Horizontal Variation	
Vary the horizontal plane of a building to provide visual interest and enrich the pedestrian experience, while contributing to the quality and definition of the street wall.	Consistent. The Project design includes window treatments, architectural design features, and building articulation. Specifically, the Project would incorporate a variety of surface materials, including glass and aluminum panels, to create visual interest and enhance the pedestrian experience. The ground floor commercial retail uses would be differentiated from the office uses above by large glass windows. While the new building would be set back from Broadway, it would allow for the Metro plaza that would connect to the paseo, which would

Table 1 (Continued)
Project Consistency with Applicable Standards and Guidelines of the Downtown Design Guide

Standards/Guidelines ^a	Analysis of Project Consistency
	further enrich the pedestrian experience.
B. Vertical Variation	
Variation in the vertical plane of a building shall clarify the building's uses and visually differentiate ground floor uses, from core functions and how the building "meets the sky."	Consistent. See discussion above regarding horizontal variation. The building's stacked volumes of varying sizes with shifting footprints and alternating types of curtain walls would provide prominent variation in the building's vertical planes.
C. Materials	
Buildings shall aim for a "timeless design" and employ sustainable materials and careful detailing that have proven longevity.	Consistent. The Project would utilize sustainable materials, including, but not limited to, building materials with a minimum of 10 percent recycled-content, resilient building materials, high performance glazing, and low-emitting coatings. The Project would also optimize daylight and views, which are consistent with the requirements of Title 24 of the California Energy Code. The Project would incorporate a contemporary design and would implement high-quality architecture resulting in a distinctive building that would be complementary to and compatible with the eclectic mix of building styles in the Downtown area. As such, the Project would positively contribute to the Downtown skyline and the overall urban fabric of Downtown Los Angeles.
F. Lighting	
Provide well-designed architectural and landscape lighting.	Consistent. Exterior lighting along the public areas would include pedestrian-scale fixtures and elements. 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 throughout the site. Project lighting would be designed to provide for efficient, effective, and aesthetically pleasing lighting solutions that would minimize light trespass from the Project Site and conform to dark sky standards.
Security lighting	Consistent. See discussion regarding architectural and landscape lighting above. In addition, per Project Design Feature POL-PDF-3, the Project would include sufficient lighting of building entries and walkways to provide for pedestrian orientation and clearly identify secure pedestrian travel routes between the on-site Metro portal, parking garage, and points of entry into the building. Further, POL-PDF-4 calls for sufficient lighting in and around the existing parking garage to maximize visibility and reduce areas of concealment.
H. Minimizing Impacts on Neighbors	
Architecturally incorporate or arrange roof top elements to screen equipment such as mechanical units, antennas, or satellite	Consistent. Most mechanical equipment would be located in the basement level of the building. Per City requirements, mechanical, electrical, and roof top equipment, as well as

Table 1 (Continued)
Project Consistency with Applicable Standards and Guidelines of the Downtown Design Guide

Standards/Guidelines ^a	Analysis of Project Consistency
dishes.	building appurtenances, would be screened from public view. In particular, rooftop mechanical equipment would be screened, and the Project would prohibit the installation of satellite dishes.
Minimize glare upon adjacent properties and roadways.	Consistent. Per Project Design Feature AES-PDF-3, glass used in building façades would be low-reflective or treated with an anti-reflective coating to minimize glare. In addition, glazing would have the minimum reflectivity needed to achieve energy efficiency standards. Glazing at grade would be non-reflective.
STREETSCAPE IMPROVEMENTS	
F. Street Trees	
Tree Species and Spacing	Consistent. The proposed street trees along Broadway and Spring Street would consist of 36-inch box Mexican sycamore (<i>Platanus Mexicana</i>) and would be planted approximately 25 feet on center to provide a continuous canopy along the sidewalk, in accordance with the Downtown Design Guide standards. Parkways would be planted with groundcover, where possible, per applicable standards.
Planting Standards	Consistent. See the discussion above regarding tree species and spacing. In addition, a irrigation system would be installed in all landscaped areas and would include such features as drip/microspray/subsurface irrigation where appropriate, matched precipitation (flow) rates for sprinkler heads, proper hydro-zoning and turf minimization, and minimum irrigation system distribution uniformity of 75 percent. Native and/or drought-tolerant plant materials would comprise approximately 72 percent of total landscaping.
G. Street Lights	
1. On streets having an established historic street light, continue the predominant street light pattern, modified as required by [the Bureau of Street Lighting] to meet current illumination standards, using replicas of the historic street lights as specified by [the Bureau of Street Lighting]. If a project includes roadway widening, refurbish and relocate the historic street lights with supplemental replicas as required by [the Bureau of Street Lighting].	Consistent. Pursuant to the Broadway Streetscape Master Plan and Downtown Design Guide standard, existing street light locations, as well as the historic bases of these existing streetlights, would be retained, and any new street lights would be replicas of the historic streetlights.
SIGNAGE	
B. Signage Guidelines by Type	
Residential Project Signs	
5. Signage should reinforce the identity of the residential complex and be visible from the most prominent public corner or frontage.	Consistent. Project signage would be designed to be aesthetically compatible with the proposed architecture of the Project and other signage in the area. Project signage would

Table 1 (Continued)
Project Consistency with Applicable Standards and Guidelines of the Downtown Design Guide

Standards/Guidelines ^a	Analysis of Project Consistency
	include general ground level and wayfinding pedestrian signage around the perimeter of the building and in the paseo, information signs associated with the parking structure, and building and tenant identification signs. Metro signage would be integrated with the overall signage concept. No off-premises billboard advertising is proposed as part of the Project. All proposed signage would be designed in conformance to applicable LAMC requirements, the Broadway Sign District goals and standards, and the Downtown Design Guide.
6. All signs shall be integrated with the design of the project's architecture and landscaping. As a family of elements, signs should be related in their design approach and convey a clear hierarchy of information.	Consistent. See discussion of residential signage above.
7. Signage should identify the main/visitor entrance or lobby, resident or visitor parking, community facilities, major amenities and commercial uses. These signs should be related in style and material while appropriately scaled for the intended audience.	Consistent. See discussion of residential signage above.
8. Residents soon learn the project entries and facilities so signs should not be too large or duplicative.	Consistent. See discussion of residential signage above.
9. Signs for community facilities should be prominent and easily read by first time visitors.	Consistent. See discussion of residential signage above.
10. Mixed-use projects with commercial or retail tenants shall comply with the retail section below.	Consistent. See discussion of signage for retail below.
Retail Signs	
11. Retail signs should be appropriately scaled from the primary viewing audience (pedestrian-oriented districts require smaller signage than fast moving automobile-oriented districts).	Consistent. Retail signage would be pedestrian-scaled and no off-premises billboard advertising would be included. The Project would comply with the goals and standards of the Broadway Sign District, thereby ensuring that all Project signage is appropriate to the neighborhood. Refer also to the consistency analysis regarding residential signage, above.
12. 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.	Consistent. See discussion of retail signage above.
13. For projects that have multiple storefront tenants of similar size, generally all signage should be of the same type (i.e., cut out letters, blade, or neon) and the same relative size and source of illumination. Retail tenants will appear to be different by their store name, font, color and type of retail displays.	Consistent. See discussion of retail signage above.

Table 1 (Continued)
Project Consistency with Applicable Standards and Guidelines of the Downtown Design Guide

Standards/Guidelines^a	Analysis of Project Consistency
<p>^a <i>The guidelines and standards included herein focus on those applicable to the Project and most relevant to the land use analysis within this Draft EIR. Other standards may apply, conformance with which will be determined by the City in accordance with Downtown Design Guide procedures.</i></p> <p><i>Source: Eyestone Environmental, 2018.</i></p>	

Appendix E.3

Citywide Design Guidelines

Appendix E.3

Citywide Design Guidelines

Regulatory Framework

The Citywide Design Guidelines serve to implement the Framework Element's urban design principles and are intended to be used by DCP staff, developers, architects, engineers, and community members in evaluating project applications, along with relevant policies from the Framework Element and Community Plans.¹ By offering more direction for proceeding with the design of a project, the Citywide Design Guidelines illustrate options, solutions, and techniques to achieve the goal of excellence in new design. The Citywide Design Guidelines, which were adopted by the City Planning Commission in July 2013, are intended as performance goals and not zoning regulations or development standards and, therefore, do not supersede regulations in the LAMC. As stated in the Citywide Design Guidelines, although each of the guidelines should be considered in a project, not all of them will be appropriate in every case, as each project will require a unique approach, and "flexibility is necessary and encouraged to achieve excellent design."² The City's Urban Design Studio, which is part of the DCP, considers the Citywide Design Guidelines and other applicable planning documents when reviewing development proposals. The Citywide Design Guidelines are divided into three sections: residential, commercial, and industrial. Within each section are a number of design principles and measures that address the different elements of site and building design and environmental sensitivity based on land use. Each section of the Citywide Design Guidelines is organized by overarching objectives (addressed below), followed by a list of specific implementation strategies.

Project Consistency

The Citywide Design Guidelines are intended as performance goals, not zoning regulations or development standards. Although each of the Citywide Design Guidelines

¹ *The Citywide Design Guidelines apply to all areas of the City, but are particularly applicable to those areas where geographically-specific design guidelines have not been adopted. In cases where the Citywide Design Guidelines conflict with a provision in a Community Plan Urban Design chapter or a specific plan, the community-specific requirements shall prevail.*

² *Los Angeles Department of City Planning, Commercial Citywide Design Guidelines, Pedestrian-Oriented/Commercial and Mixed-Use Projects, May 2011, p. 5.*

should be considered in a project, not all will be appropriate in every case.³ The Project would be consistent with the six objectives of the Citywide Design Guidelines for commercial and mixed-use projects, as discussed below.

Objective 1: Consider neighborhood context and linkages in building and site design.

The Project consists of a 30-story mixed-use building within Downtown Los Angeles that would develop a former surface parking lot located in a dense urban setting. The building would incorporate a contemporary design and feature high-quality architectural elements that would complement and be compatible with the eclectic mix of old and new mid- and high-rise structures in the neighborhood. Although the proposed building would be taller than existing buildings on the immediately adjacent parcels, the scale and height of the Project would be consistent with overall development within the surrounding area and Downtown Los Angeles as a whole, as illustrated in the conceptual renderings depicting aerial views of the Project, included in Figure IV.A-7 in Section IV.A, Aesthetics (Visual Character, Views, Light/Glare, and Shading), as well as in Figure II-6 in Section II, Project Description, of this Draft EIR. The highest concentration of high-rise buildings in Downtown is located approximately three blocks southwest of the Project Site, and many other high-rise structures are located throughout the Downtown area. The Project would include ground floor commercial uses featuring extensive transparent windows to encourage pedestrian activities and create a human-scaled frontage. The building would have a prominent commercial lobby opening to 2nd Street, the Metro plaza, and the paseo, while a residential lobby would open onto Spring Street. The pedestrian entrances would be defined by traditional bulkheads and designed for accessibility and safety. In addition, the Project would activate the area with a plaza and mid-block paseo, which would include landscaping and pedestrian amenities such as benches, café seating, and bicycle parking, while providing connectivity to the Metro portal located on-site.

Overall, the Project would be compatible with other development in the area and contribute to the neighborhood context. Furthermore, the Project would improve pedestrian linkage to the Project Site and the Metro portal in particular. Thus, the Project would enhance the neighborhood context and linkages, particularly in comparison to existing site conditions.

³ *Los Angeles Department of City Planning, Commercial Citywide Design Guidelines, Pedestrian-Oriented/Commercial and Mixed-Use Projects, May 2011, p. 5; and Residential Citywide Design Guidelines, Multi-Family Residential & Commercial Mixed-Use Projects, May 2011, p. 5.*

Objective 2: Employ high quality architecture to define the character of commercial districts.

The Project Site is located in a dense urban area that is characterized by an eclectic mix of buildings that vary in age, architecture, height, massing, and materials, as well as land use, including commercial, residential, office, theater, and other uses. The Project would be designed in a contemporary architectural style that would complement the newer mix of civic and commercial buildings. The proposed building has been designed as a series of stacked volumes of varying sizes, with shifting footprints and alternating types of curtain walls, capped by a bronze-colored (or other metallic) façade. Overall, the height and massing of the building would shift away from Broadway toward Spring Street. The Project would incorporate a variety of building materials to add visual interest, including non-reflective glazing and various types of metal panels such as anodized aluminum, stainless steel, and bronze-colored metal that would provide horizontal and vertical articulation to break up the building planes, reduce visual mass, and modulate the building façades to avoid repetition. As discussed above, ground floor commercial retail uses would feature extensive transparent windows and a strong rhythmic pattern to create a pedestrian-friendly frontage. Human scale elements at the street level would include overhangs, canopies (formed by the shifting floorplates), and mullions at the glass storefronts. The building would be designed to benefit from solar orientation through the strategic use of overhangs and louvers. Other sustainable features would include permeable paving, shade trees, and climate appropriate landscape materials.

In summary, the Project would feature high quality architecture that would be compatible with other examples of architectural excellence in the Project area and Downtown Los Angeles as a whole.

Objective 3: Augment the streetscape environment with pedestrian amenities.

The Project would enhance the streetscape adjacent to the Project Site along Broadway, 2nd Street, and Spring Street by implementing a variety of features to encourage pedestrian activity and activate the public realm. The Project would include new street trees and vegetated parkways along Broadway and Spring Street, where possible, to separate the curb from the sidewalk. Additional landscape elements would be provided along the periphery of the existing parking structure on-site. Bicycle parking would be provided within the parking structure and adjacent to the building. In addition, a landscaped paseo would form a pedestrian pathway/linear park from Broadway and the Metro portal across the site to Spring Street. This paseo would include canopy trees, a variety of shrubs and grasses, planted trellises, and potentially a water wall feature, in addition to a variety of seating such as benches and café seating. The paseo would be integrated with the Metro plaza on-site, further improving and expanding the streetscape environment to support both Metro ridership and walkability. The Metro plaza and paseo essentially would be treated as one continuous space where consistent seating, trash receptacles, and other amenities are provided. The

Project would include low-level lighting along the perimeter of the building and within the paseo, as needed, to enhance pedestrian comfort and safety at night. The Project also would include pedestrian-accessible, ground floor commercial uses designed with articulation and window treatments to enhance the streetscape and create a pedestrian-friendly environment.

Objective 4: Minimize the appearance of driveways and parking areas.

The Project includes the removal of the former surface parking lot that is currently in use as a staging area for construction of the Metro Regional Connector 2nd Street/Broadway rail station and portal. The surface parking lot previously included 99 vehicular parking spaces with limited landscaping, and prior to the commencement of Metro's construction, the lot perimeter was surrounded by approximately 6-foot-high green metal fencing with rolling access gates. All Project parking would be located within the existing five-story parking structure located in the southern portion of the Project Site. Access to the parking structure would continue to be provided via one existing driveway on Broadway and two existing driveways on Spring Street. While one new driveway is proposed on Spring Street to access the loading area for the new building, no new parking areas would be provided as part of the Project. Furthermore, as previously discussed, the Project would include landscape elements along the periphery of the parking structure, including planted trellises and potentially a water wall feature within the paseo, which would mask the structure's appearance. Thus, with the removal of the former surface parking area and utilization of the existing parking structure to accommodate Project parking, the Project would minimize the appearance of driveways and parking areas.

Objective 5: Include open space to create opportunities for public gathering.

The Project would provide a variety of open space areas within the Project Site, including recreational amenities for the residential and office uses, as well as a landscaped paseo connecting Broadway and the Metro portal to Spring Street. For tenants, amenity decks offering a variety of social and community spaces would be provided on levels 8, 15, 19, and 27 and would include landscaped terraces, rooftop gardens, gathering spaces including seating, a barbeque, outdoor dining areas, and a swimming pool. Indoor recreational spaces would include a fitness center, two common rooms, and a lounge. Private balconies also would be provided on various levels for both residences and some of the office uses. A total of 27,765 square feet of usable common open space and 800 square feet of usable private open space would be provided for Project residents.

The publicly-accessible landscaped paseo would be integrated with the building both architecturally and functionally, as well as the Metro plaza, with a balance of softscape and hardscape features to create shaded areas. The paseo would include canopy trees, a variety of shrubs and grasses appropriate for both climate and public space, planted trellises and

potentially a water wall feature, benches and café seating, and permeable paving. The paseo would be integrated with the Metro plaza, thereby creating a larger public plaza that would extend from Broadway and 2nd Street across the center of the Project Site to Spring Street. Metro's plaza also would be supplemented to include planted areas, benches and café seating, as well as bicycle parking, thereby enhancing and promoting pedestrian activity. The Project would further promote pedestrian activity by providing ground floor commercial retail uses, some of which would front onto the plaza. In addition, street trees and streetscape plantings would be introduced along Broadway and Spring Street to further enhance the pedestrian environment.

Objective 6: Improve the streetscape by reducing visual clutter.

As previously described, the Project incorporates a cohesive ground level plan that includes substantial landscaping, pedestrian amenities, and architectural articulation to create a harmonious appearance. As part of the integrated design, the plaza around the Metro portal would be physically and visually connected to the pedestrian paseo, thus creating a larger, public plaza at Broadway and 2nd Street that extends across the center of the site to Spring Street. Project signage would be appropriately scaled and aesthetically compatible with the architecture proposed for the Project Site and in the surrounding area. The Project would include low-level exterior lights adjacent to the proposed building for security and way-finding purposes and would avoid unnecessary lighting. Project lighting would provide for efficient, effective, and aesthetically-pleasing fixtures, which would minimize light trespass affecting adjacent uses and minimize sky-glow. Low-level accent lighting to highlight architectural features, landscape elements, and signage would also be incorporated. The Project would screen any necessary rooftop equipment and locate trash enclosures and utility areas within the building so as not to detract from the visual character of the Project Site. In addition, the Project would prohibit the installation of satellite dishes, and all major utilities would be installed underground to reduce visual clutter. Accordingly, the Project would improve the streetscape and views of the building by reducing visual clutter.

In summary, the high quality of the Project's design would be consistent with the Citywide Design Guidelines for commercial and mixed-use projects.