



**MICHAEL N. FEUER**  
CITY ATTORNEY

REPORT NO. R 21 - 0092

**MAR 17 2021**

REPORT RE:

**DRAFT ORDINANCE ESTABLISHING THE GRAND SIGN DISTRICT  
PURSUANT TO THE PROVISIONS OF SECTION 13.11 OF THE  
LOS ANGELES MUNICIPAL CODE**

The Honorable City Council  
of the City of Los Angeles  
Room 395, City Hall  
200 North Spring Street  
Los Angeles, California 90012

Council File No. 20-1502

Honorable Members:

This Office has prepared and now transmits for your consideration the enclosed draft ordinance, approved as to form and legality, which would create the Grand Sign District.

This draft ordinance would create a new signage supplemental use district for the Grand Avenue Project, which is a mixed-used project consisting of up to 400 residential condominium units, 100 residential apartment units, a 275-room hotel, and 284,000 square feet of commercial/retail spaces.

Background

The project site is 3.22 acres in size and located at 100 South Grand Avenue and 111 and 161 South Olive Street in Downtown Los Angeles. The Sign District would authorize new digital signage for the project.

A more detailed discussion of the project is provided in the staff report prepared by the Department of City Planning.

On October 22, 2020, the City Planning Commission (CPC) approved the Sign District in part, and denied it in part, so as to remove the supergraphic signage and the digital displays for Olive Street and 1<sup>st</sup> Avenue from the Sign District. On December 8, 2020, the Planning and Land Use Management Committee recommended that the City Council adopt the Sign District as approved by the CPC with the addition of one additional advertising kiosk.

#### Charter Findings Required

Charter Section 558(b)(3) requires the Council to make the findings required in Subsection (b)(2) of the same section, namely adoption of the proposed ordinance will be in conformity with public necessity, convenience, general welfare and good zoning practice. Charter Section 558(b)(3)(A) allows the Council to adopt an ordinance conforming to the CPC's recommendation of approval of the ordinance, if the CPC recommends such approval. Similarly, Charter Section 556 requires the Council to make findings showing that the action is in substantial conformance with the purposes, intent and provisions of the General Plan. The City Council can either adopt the CPC's findings and recommendations as set forth in the CPC Transmittal Report to the City Council or make its own.

#### CEQA Findings

The CPC recommends that if you adopt the enclosed draft ordinance, you do so based on your consideration of the environmental effects of the project shown in Environmental Impact Report SCH#2005091041 (EIR), certified on November 20, 2006, by the Los Angeles Grand Avenue Authority, established through a Joint Exercise of Powers Agreement entered into by the Community Redevelopment Agency of the City of Los Angeles and the County of Los Angeles; the First Addendum to the EIR, approved by the Los Angeles Grand Avenue Authority in 2010; the Second Addendum to the EIR, approved by the Los Angeles Grand Avenue Authority in 2013; the Third Addendum to the EIR, approved by the Los Angeles Grand Avenue Authority in 2018; and the Fourth Addendum to the EIR, approved on January 19, 2021, by the City of Los Angeles.

The City Council may approve a project with an addendum to a previously certified EIR when the City Council does both of the following: (1) reviews the previously prepared EIR along with the addendum; and (2) finds, in its independent judgment, that based on the entire administrative record there are no substantial changes to the project or to the circumstances under which the project will be undertaken, and no new information exists that was not available at the time the EIR was certified, that would require major revisions to the EIR. Under CEQA Guidelines Section 15162, major revisions to the EIR would be required when the changed project, changed circumstances or new information would result in a new significant effect not

identified in the EIR or a substantial increase in the severity of a significant effect previously identified in the EIR.

Council Rule 38 Referral

A copy of the draft ordinance was sent, pursuant to Council Rule 38, to the Department of Building and Safety, the Department of Transportation, the Los Angeles Fire Department, and the Department of Public Works with a request that all comments, if any, be presented directly to the City Council at the time this matter is considered.

If you have any questions regarding this matter, please contact Deputy City Attorney Kenneth Fong at (213) 978-8202. He or another member of this Office will be available when you consider this matter to answer questions you may have.

Sincerely,

MICHAEL N. FEUER, City Attorney

By 

DAVID MICHAELSON  
Chief Assistant City Attorney

DM:KTF:sm  
Transmittal