

## Findings for CPC-2017-4546-CA

### General Plan/Charter Findings

1. In accordance with **City Charter Section 556**, the proposed ordinance (Appendix A) is in substantial conformance with the purposes, intent, and provisions of the General Plan. The draft ordinance furthers the following objective and policy of the General Plan:

#### Housing Element:

**Objective 2.1.** Promote safety and health within neighborhoods.

**Policy 2.1.2.** Establish development standards and other measures that promote and implement positive health outcomes.

The draft ordinance helps to promote positive health outcomes by restricting cannabis-related advertising. The draft ordinance contains restrictions that limit the size, type, location and content of signs containing advertising for cannabis, cannabis products, commercial cannabis activity, and businesses engaged in commercial cannabis activity, including restrictions on off-site advertising signs near locations where minors and individuals who may be susceptible to substance abuse are likely to be present. These restrictions will help to reduce the likelihood of children and other sensitive groups suffering negative effects associated with cannabis use by limiting their exposure to advertising messages relating to cannabis.

2. In accordance with **City Charter Section 558(b)(2)**, the adoption of the proposed ordinance will be in conformity with public necessity, convenience, general welfare and good zoning practice.

Conformity with Public Necessity: The proposed ordinance is in conformity with public necessity because it: identifies appropriate limits on the size, types, location and content of signs containing advertising for cannabis, cannabis products, commercial cannabis activity, and businesses engaged in commercial cannabis activity, including restrictions on off-site advertising signs near locations where minors and individuals who may be susceptible to substance abuse are likely to be present. These restrictions will help to reduce the likelihood of children and other sensitive groups suffering negative effects associated with cannabis use by limiting their exposure to advertising messages relating to cannabis.

In addition, the proposed ordinance is in conformity with public necessity because it responds to the passage by voters, in the election of March 7, 2017, of Proposition M, which requires the City Council to repeal the City's existing regulations concerning medical cannabis dispensaries and states the City's intent to adopt a comprehensive regulatory process and structure for all medical and nonmedical commercial cannabis activity; and as part of that process and structure, it is in the interest of the public safety and welfare to regulate the location and nature of cannabis advertising shown to children and individuals who may be susceptible to substance abuse.

Furthermore, the proposed ordinance is in conformity with public necessity because it responds to recent State legislation – including the 2015 Medical Cannabis Regulation and Safety Act, and the 2016 Adult Use of Marijuana Act (Proposition 64) – that present challenges to license and regulate both medical and nonmedical cannabis and ensure that commercial cannabis activity is compatible with surrounding neighborhoods and that sensitive populations are protected from negative impacts.

Conformity with Public Convenience: The proposed ordinance is in conformity with public convenience for the same reasons as stated above, because it: identifies appropriate limits on the size, types, location and content of signs containing advertising for cannabis, cannabis products, commercial cannabis activity, and businesses engaged in commercial cannabis activity, including restrictions on off-site advertising signs near locations where minors and individuals who may be susceptible to substance abuse are likely to be present. These restrictions will help to reduce the likelihood of children and other sensitive groups suffering negative effects associated with cannabis use by limiting their exposure to advertising messages relating to cannabis, while preserving the ability of customers and clients of cannabis-related businesses to identify such businesses.

Conformity with General Welfare: The proposed ordinance is in conformity with general welfare for the same reasons as stated above, because it: identifies appropriate limits on the size, types, location and content of signs containing advertising for cannabis, cannabis products, commercial cannabis activity, and businesses engaged in commercial cannabis activity, including restrictions on off-site advertising signs near locations where minors and individuals who may be susceptible to substance abuse are likely to be present. These restrictions will help to reduce the likelihood of children and other sensitive groups suffering negative effects associated with cannabis use by limiting their exposure to advertising messages relating to cannabis, while preserving the ability of customers and clients of cannabis-related businesses to identify such businesses.

Conformity with Good Zoning Practice: The proposed ordinance is in conformity with good zoning practice for the same reasons as stated above, because it: identifies appropriate limits on the size, types, location and content of signs containing advertising for cannabis, cannabis products, commercial cannabis activity, and businesses engaged in commercial cannabis activity, including restrictions on off-site advertising signs near locations where minors and individuals who may be susceptible to substance abuse are likely to be present. These restrictions will help to reduce the likelihood of children and other sensitive groups suffering negative effects associated with cannabis use by limiting their exposure to advertising messages relating to cannabis, while preserving the ability of customers and clients of cannabis-related businesses to identify such businesses.

## **CEQA Finding**

Based on the whole of the administrative record, the lead agency finds that the project is exempt from CEQA pursuant to California Business and Professions Code Section 26055(h) on the basis that the project, inclusive of the proposed ordinance (Appendix A)

and other legislation either recently adopted or currently under consideration, will adopt ordinances, rules and/or regulations, that will require discretionary review under CEQA to approve licenses to engage in commercial cannabis activity in the City of Los Angeles (ENV-2017-3361-SE).