

ENVIRONMENTAL IMPACT REPORT (EIR), ADDENDUM, PLANNING AND LAND USE MANAGEMENT (PLUM) COMMITTEE REPORT, and ORDINANCE FIRST CONSIDERATION relative to amending the NoHo West Sign District.

Recommendations for Council action, SUBJECT TO THE APPROVAL OF THE MAYOR:

1. FIND, based on the independent judgment of the decision-maker, after consideration of the whole of the administrative record, the project was assessed in the previously certified Environmental Impact Report No. ENV-2015-888-EIR, certified September 9, 2016, and Addendum dated December 8, 2016, and pursuant to CEQA Guidelines, Sections 15162 and 15164, and the Addendum, no major revisions are required to the EIR and no subsequent EIR or negative declaration is required for approval of the project.
2. ADOPT the FINDINGS of the Los Angeles City Planning Commission as the Finding of Council.
3. PRESENT and ADOPT the accompanying ORDINANCE dated October 16, 2019, amending the NoHo West Sign District to: (1) make all outward facing signs for on-site advertisement only; (2) reduce the total number of outward facing Supergraphic Signs; (3) reduce the maximum individual sign area square footage for the outward facing Supergraphic Signs and Digital Displays; (4) change the sign reduction provisions for Advertising Kiosks, Supergraphic Signs, and Digital Displays; and (5) make other minor clarifications and corrections, as modified by the PLUM Committee.
4. NOT PRESENT and ORDER FILED the Ordinances dated August 21, 2019 and July 24, 2019.

Fiscal Impact Statement: None submitted by the City Attorney. Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: None submitted.

10 VOTES REQUIRED ON SECOND READING

Summary:

At a regular meeting held on October 29, 2019, the Planning and Land Use Management Committee considered a City Attorney report and Ordinance relative to amending the NoHo West Sign District. The initial consideration of the Ordinance was provided at a regular Committee meeting held on August 20, 2019. However, the Committee reconsidered the matter at the October 29, 2019 meeting due to technical modifications to the Ordinance provided by the City Attorney. After providing an opportunity for public comment, the Committee recommended the Council adopt the Ordinance dated October 16, 2019. This matter is now forwarded to Council for its consideration.

Respectfully Submitted,

PLANNING AND LAND USE MANAGEMENT

<u>MEMBER</u>	<u>VOTE</u>
HARRIS-DAWSON	YES
BLUMENFIELD	YES
PRICE	YES
CEDILLO	YES
LEE	YES

AC

-NOT OFFICIAL UNTIL COUNCIL ACTS-