

## ENTITLEMENT FINDINGS

A. **The requested Sign District Amendment is in conformance with the purposes, intent and provisions of the City of Los Angeles General Plan.**

The amendment to the Sign District is in substantial conformance with the purposes, intent, and provisions of the General Plan. In addition, the requested modifications to the Olympia Sign District Ordinance are consistent with and implement policies in the Central City Community Plan, a component of the Land Use Element of the General Plan, as explained below:

**Framework Element.** The General Plan Framework 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 framework plan denotes the project area as the “Downtown Center”, which is identified as an international center for finance and trade that serves the population of the five county metropolitan region. Downtown is the largest government center in the region and 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 Downtown Center is generally characterized by a floor area ratio up to 13:1 and high rise buildings.

The amendment involves minor revisions to the boundaries of the previously adopted Sign District to exclude residentially zoned areas of the Project Site which do not qualify for inclusion in the Sign District. The amendment would not change any other elements of the Ordinance, which allows for signage which creates a sense of place by concentrating signage along Olympic Boulevard adjacent to the Los Angeles Sports and Entertainment District (LASED) Sign District Area and LA Live, building upon the unique character of one of the City’s prominent entertainment and tourist destinations. As such, the amendment would support the economic goals of the Downtown Center, support the area around the Convention Center, and the objectives of the Framework Element.

**General Plan Land Use Designation.** The Project Site is located within the planning boundary of the Central City Community Plan, which was last updated in January 2003, as well as located within the City Center Redevelopment Area. The existing Community Plan designates the site as Regional Center Commercial, with CR, CR1.5, C2, C4, C5, R3, R4, R5, RAS3, and RAS4 corresponding zones. The site is also subject to Footnote No.3 of the Plan, which states that the Regional Center Commercial designation corresponds to Height District No. 4. Height District 4 allows for a 6:1 by-right floor area, with up to 13:1 FAR with a Transfer of Development Rights and compliance with the Redevelopment Plan. On December 11, 2019, the City Council approved a Transfer of Development Rights and the establishment of the Olympia Sign District, which became effective January 21, 2021. In the course of both actions, the City Council found that the Transfer of Floor Area and Sign District establishment were consistent with the land use designation and footnotes and were in substantial conformance with the purposes, intent and provisions of the General Plan as reflected in the adopted Community Plan. The proposed Amendment involves minor revisions to the boundaries of the previously adopted Sign District to remove areas which do not qualify for inclusion. As such, the amendment would similarly be in keeping with the General Plan.

**General Plan Text.** The General Plan, Central City Community Plan, and City Center Redevelopment Plan all contain goals policies and objectives which seek to further Downtown Los Angeles, and specifically the area around LASED and generally the South Park Neighborhood as the focal point of the City. The area around the LASED is further identified as an area that should become a destination for tourists, residents, and visitors alike, with 24

hour uses, vibrant commercial areas, and sports and entertainment uses. The amendment to the Olympia Sign District would correct an error in the boundary map and would not change any elements of the approved Ordinance which would allow for signage that furthers these goals, in support of a project which also meets the city's goals for housing, hotel, and commercial uses in downtown adjacent to transit.

Therefore, the proposed amendment is consistent with the General Plan and the land use designation and will serve to implement the goals and objectives of the adopted Community Plan. As such, the proposed amendment is in conformance with the purposes, intent and provisions of the City of Los Angeles General Plan

**B. The Sign District Amendment would conform to public necessity, convenience, general welfare and good zoning practice.**

The Sign District amendment will correct the boundary map to exclude a small residentially zoned portion of the property. The portion of the site that is currently split zoned is approximately 80 square feet, is currently a driveway apron, and will remain a driveway apron after construction of the associated mixed-use development. Pursuant to LAMC Section 13.11 B, Sign Districts shall include property only in the C or M Zones. The amendment removes this split zoned area of R4 zoned property. The Sign District would not be altered otherwise and continues to provide a comprehensive sign program for the Project Site, similar to regulations of the LASED Sign District surrounding the site. The amendment is substantially consistent with the approved Project with a minor change to the boundary only.

In originally approving the Olympia Sign District, the City Council found that the provisions of the ordinance would conform to public necessity, convenience, general welfare, and good zoning practice. The Sign District includes specially tailored signage regulations that will further advance the goals of redeveloping the area by creating an engaging visual environment for visitors and residents of the site. The Sign District amendment will only correct the boundary map to remove a small residentially zoned portion of the site. The amendment does not change any other provisions of the adopted Ordinance, including specific development standards for the district, inclusive of regulations on signage type, refresh rates, animation, operating hours, and a "takedown" program requiring removal of blight signage in the area as a condition of new off-site signage as part of the Ordinance. The Olympia Sign District builds on the distinctive character of the LASED area and LA Live as a tourist and entertainment destination, as envisioned by the General Plan, Community Plan, and Redevelopment Plan.

The amendment corrects the Sign District boundary map and continues to provide for regulations that allow signs which are appropriate for the commercial and residential context of the regional center, as well as illumination standards of the Sign District further restrict light pollution. In addition, the amendment meets the technical requirements for sign districts, as defined in LAMC Section 13.11. Therefore, the amendment correcting the adopted boundary map by removing a small residentially zoned area from the Sign District conforms to the public necessity, convenience, general welfare of the City and good zoning practice.

## **CALIFORNIA ENVIRONMENTAL QUALITY ACT (“CEQA”) FINDINGS**

The City of Los Angeles, as lead agency, acting through the Department of City Planning, prepared an environmental impact report (EIR), consisting of a Draft EIR and Final EIR, under case number ENV-2016-4889-EIR (State Clearinghouse House No. 2017101008). Pursuant to the California Environmental Quality Act (California Public Resources Code Sections 21,000-21189.57)(CEQA), the EIR is intended to serve as an informational document for public agency decision-makers and the general public regarding the objectives and components of the project. The Olympia Project consists of a mixed-use building containing one of two options: Option A - up to 1,367 residential condominiums and 40,000 square feet of commercial use; or Option B - up to 879 residential condominiums, a 1,000 room hotel, and up to 40,000 square feet of commercial space. The Project proposes three high-rise towers (65-story ‘Tower A’; 43-story ‘Tower B’; and 53-story ‘Tower C’), with a four-story podium connecting all three towers, containing a total of up to 1,845,831 square feet of floor area. The project’s tallest tower would have a maximum height of 853 feet. The Project Site is a 3.15-acre site located at 1001 Olympic Boulevard, 911-955 South Georgia Street; 1000-1016 West James M. Wood Boulevard; 936-950 South Bixel Street; 1013-1025 West Olympic Boulevard in the Central City area of Los Angeles (Site or Project Site). The environmental analysis also included the Sign District as approved by City Council.

In a determination letter dated January 2, 2019, the City’s Deputy Advisory Agency (DAA) certified the EIR, adopted the environmental findings prepared for the Project as well as a statement of overriding considerations and a mitigation monitoring program (MMP), and approved the Project’s vesting tentative tract map (VTTM). An appeal was filed on January 14, 2019, with respect to the DAA’s approval of the VTTM. The appeal was subsequently withdrawn on January 15, 2019. A Notice of Determination was filed on January 30, 2019 with the Los Angeles County Clerk.

CEQA and the State CEQA Guidelines (California Code of Regulations, Title 14, Chapter 3, Sections 15000-15387) allow the City to rely on the previously certified EIR unless a Subsequent or Supplemental EIR is required. Specifically, CEQA Guidelines Sections 15162 and 15163 require preparation of a Subsequent or Supplemental EIR when an EIR has been previously certified or a negative declaration has previously been adopted and one or more of the following circumstances exist:

1. Substantial changes are proposed in the project which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects;
2. Substantial changes occur with respect to the circumstances under which the project is undertaken which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects; or
3. New information of substantial importance, which was not known and could not have been known with the exercise of reasonable diligence at the time the previous EIR was certified as complete or the negative declaration was adopted, shows any of the following:
  - a. The project will have one or more significant effects not discussed in the previous EIR or negative declaration;

- b. Significant effects previously examined will be substantially more severe than shown in the previous EIR;
- c. Mitigation measures or alternatives previously found not to be feasible would in fact be feasible, and would substantially reduce one or more significant effects of the project, but the project proponents decline to adopt the mitigation measure or alternative; or
- d. Mitigation measures or alternatives which are considerably different from those analyzed in the previous EIR would substantially reduce one or more significant effects on the environment, but the project proponents decline to adopt the mitigation measure or alternative.

Likewise, Public Resources Code Section 21166 states that unless one or more of the following events occur, no Subsequent or Supplemental EIR shall be required by the lead agency or by any responsible agency:

- Substantial changes are proposed in the project which will require major revisions of the environmental impact report;
- Substantial changes occur with respect to the circumstances under which the project is being undertaken which will require major revisions in the environmental impact report; or
- New information, which was not known and could not have been known at the time the environmental impact report was certified as complete, becomes available.

None of the above changes or factors has arisen since the Project approval in 2019 and the Sign District approval in 2020. There are no substantial changes to the Project, and the amendment is substantially the same as the approved Project and Sign District. No substantial changes have been identified to the surrounding circumstances, and no new information of substantial importance has been identified since the Project approvals. There is no evidence of new or more severe significant impacts, and no new mitigation measures are required for the project.

Accordingly, there is no basis for changing any of the impact conclusions referenced in the certified EIR's CEQA Findings. Similarly, there is no basis for changing any of the mitigation measures referenced in the certified EIR's CEQA Findings, all of which have been implemented as part of the Project's conditions of approval. There is no basis for finding that mitigation measures or alternatives previously rejected as infeasible are instead feasible. There is also no reason to change the determination that the overriding considerations referenced in the certified EIR's CEQA Findings, and each of them considered independently, continue to override the significant and unavoidable impacts of the Project.

Therefore, as the Project was assessed in the previously certified EIR, and pursuant to CEQA Guidelines Section 15162, no supplement or subsequent EIR or subsequent mitigated negative declaration is required for the Sign District amendment, as the whole of the administrative record demonstrates that no major revisions to the EIR are necessary due to the involvement of new significant environmental effects or a substantial increase in the severity of a previously identified significant effect resulting from changes to the project, changes to circumstances, or the existence of new information. In addition, no addendum is required, as no changes or additions to the EIR are necessary pursuant to CEQA Guidelines Section 15164.

## **RECORD OF PROCEEDINGS**

The record of proceedings for the decision includes the Record of Proceedings for the original CEQA Findings, including all items included in the amendment file, as well as all written and oral

information submitted at the hearing on this matter. The documents and other materials that constitute the record of proceedings on which the City of Los Angeles' CEQA Findings are based are located at the Department of City Planning, 221 N. Figueroa Street, Suite 1350, Los Angeles, CA 90021. This information is provided in compliance with CEQA Section 21081.6(a)(2).