

ENVIRONMENTAL IMPACT REPORT (EIR), PLANNING AND LAND USE MANAGEMENT (PLUM) COMMITTEE REPORT and ORDINANCE FIRST CONSIDERATION relative to establishing The Grand Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (LAMC), and authorizing new digital signage for the Grand Avenue Project, for the properties located at 100 South Grand Avenue and 111-161 South Olive Street.

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

1. FIND that the Council has reviewed and considered the environmental effects of the project shown in the previously certified EIR, SCH No. 2005091041, certified on November 20, 2006, by the Los Angeles Grand Avenue Authority (LAGAA), 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 LAGAA in 2010; the Second Addendum to the EIR, approved by the LAGAA in 2013; the Third Addendum to the EIR, approved by the LAGAA in 2018; and the Fourth Addendum to the EIR, approved on January 19, 2021, by the City of Los Angeles; and, pursuant to California Environmental Quality Act Guidelines, Sections 15162 and 15164 and the Fourth Addendum, dated August 2020, that no major revisions to the EIR are required, and no subsequent EIR or negative declaration is required for approval of the Project; and, FIND, 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.
2. ADOPT the Findings of the Los Angeles City Planning Commission, attached to the Council file, as the Findings of Council.
3. ADOPT the accompanying ORDINANCE, dated March 17, 2021, establishing the Grand Sign District pursuant to the provisions of LAMC Section 13.11, for the previously approved Grand Avenue Project, which is a mixed-used development 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 on a 3.22-acre project site, for the properties located at 100 South Grand Avenue and 111-161 South Olive Street.

Applicant: Rick Vogel, CORE/Related Grand Ave Owner, LLC

Representative: Cindy Starrett, Latham and Watkins, LLP

Case No. CPC-2020-1931-SN

Environmental Nos. ENV-2020-1935-EIR-ADD; SCH. No. 2005091041

Related Case: CPC-2006-9702-ZC-CU-CUB-ZV-DA

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 its regular meeting held on April 20, 2021, the PLUM Committee considered a City Attorney report and draft Ordinance relative to establishing The Grand Sign District pursuant to the provisions of LAMC Section 13.11, and authorizing new digital signage for the Grand Avenue Project, for the properties located at 100 South Grand Avenue and 111-161 South Olive Street. After providing an opportunity for public comment, the Committee recommended to approve the draft Ordinance. This matter is now submitted to the Council for consideration.

Respectfully Submitted,

PLANNING AND LAND USE MANAGEMENT COMMITTEE

<u>MEMBER</u>	<u>VOTE</u>
HARRIS-DAWSON:	YES
CEDILLO:	YES
BLUMENFIELD:	YES
RIDLEY-THOMAS:	YES
LEE:	YES

AXB
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