

PREVIOUSLY CERTIFIED ENVIRONMENTAL IMPACT REPORT (EIR) AND RELATED CALIFORNIA ENVIRONMENTAL QUALITY ACT FINDINGS, and PLANNING AND LAND USE MANAGEMENT (PLUM) COMMITTEE REPORT relative to proposed Ordinances for a Sign District (-SN Supplemental Use District) for the property located at 700 South Flower Street, 700 West 7th Street, and 711 South Hope Street.

Recommendations for Council action:

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 EIR No. ENV-2021-9959-EIR, certified on February 11, 2025, and pursuant to CEQA Guidelines, Sections 15162 and 15164, no subsequent EIR, negative declaration, or addendum is required for approval of the Project.
2. ADOPT the FINDINGS of the Los Angeles City Planning Commission (LACPC), as the Findings of Council.
3. APPROVE, pursuant to Section 13.11 of the Los Angeles Municipal Code, the establishment of a Sign District (-SN Supplemental Use District) to regulate signage within the Project Site.
4. REQUEST the City Attorney to prepare and present an Ordinance for the establishment of a Sign District (-SN Supplemental Use District) to regulate signage within the Project Site; for the property located at 700 South Flower Street, 700 West 7th Street, and 711 South Hope Street; as modified by the PLUM Committee as follows:
  - a. Public Art and/or Public Service Announcement (PSA) from the City/County departments and bureaus of Los Angeles, Los Angeles County Metropolitan Transportation Authority (Metro) and Business Improvement Districts for 2 minutes per hour and provide a yearly reporting consisting of a list identifying the public art or PSA content, organization, duration, and number of days.
  - b. A total of 60 square-foot takedown for all off-site signage.
  - c. Make the takedown available Citywide.
  - d. Reserve Signs DD-4 (A, B, and C) cannot be activated prior to completion of the takedown.
  - e. Prior to activation for Signs DD-1, DD-2, DD-3, and DD-5, the Department of City Planning shall confirm the public benefits, as identified in the Development Agreement from Case No. CPC-2024-8052-DA, have been satisfied.

Applicant: NREA-TRC 700 LLC, Dan Cote

Representative: Craig Lawson & Co., LLC, Andie Adame

Case No. CPC-2018-6388-SN

Environmental No. ENV-2021-9959-EIR

Related Case Nos. VTT-83482-CN-HCA; CPC-2024-8052-DA; CPC-2021-9958-TDR-SPR-HCA

Fiscal Impact Statement: The LACPC reports that there is no General Fund impact as administrative costs are recovered through fees.

Community Impact Statement: None submitted

Summary:

At a regular meeting held on August 26, 2025, the PLUM Committee considered a proposed Ordinance for a Sign District for the property located at 700 South Flower Street, 700 West 7th Street, and 711 South Hope Street. DCP staff provided an overview of the matter. The Applicant's Representative provided comments in support of the proposed Sign District. A representative from Council District 14 provided comments and presented modifications. After providing an opportunity for public comment, the Committee requested the City Attorney to prepare the Sign District Ordinance with the modifications presented by Council District 14, as listed above. This matter is now submitted to the Council for consideration.

Respectfully Submitted,



PLANNING AND LAND USE MANAGEMENT COMMITTEE

<u>MEMBER</u>	<u>VOTE</u>
BLUMENFIELD:	YES
HUTT:	YES
NAZARIAN:	YES
LEE:	YES
RAMAN:	YES

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**-NOT OFFICIAL UNTIL COUNCIL ACTS-**