



Office of the Los Angeles City Attorney
Hydee Feldstein Soto

REPORT NO. R26-0236
APR 22 2026

REPORT RE:

**DRAFT ORDINANCE ENACTING THE BLOC SIGN DISTRICT
700 S. FLOWER ST., 700 W. 7TH STREET, 711 S. HOPE STREET
(COUNCIL DISTRICT 14)**

The Honorable City Council
of the City of Los Angeles
Room 395, City Hall
200 North Spring Street
Los Angeles, California 90012

Council File No. 25-0778-S1

Honorable Members:

As requested by the City Council, this Office has prepared and now transmits for your consideration the enclosed draft ordinance, approved as to form and legality, which would, if adopted, create a signage supplemental use district (Sign District) for The Bloc located at 700 West 7th Street (Project).

The Project site is currently developed with The Bloc, a mixed-use development comprised of a 26-story hotel and a 33-story office building on the northern portion of the site, and a nine-story podium building containing commercial uses, six levels of above-ground parking, and two levels of subterranean parking on the southern portion of the site. The Project also includes the proposed development of a residential tower with up to 466 units, enclosure of the existing rooftop parking level, and the addition of two above-ground parking levels over the existing nine-story podium building. All existing uses would remain, excluding 24,342 square feet of theater and retail uses (located in the podium building) which would be demolished to accommodate the new residential tower. Once constructed, the Project and existing uses would total

1,894,988 square feet of floor area on a 4.3-acre site, and have a maximum height of 710 feet, or 53 stories.

A Sign District would be established to permit new on-site and off-site signage, including Digital Displays and Supergraphics along the Project site's street frontages, small-scale advertising kiosks within the open-air plaza, and identification signage on the high-rise towers.

Further details are set forth in the Department of City Planning's Recommendation Report prepared for the April 10, 2025 meeting of the City Planning Commission.

Charter Findings

Pursuant to Charter Section 559, the Planning Commission approved with conditions the draft ordinance and recommended that the City Council adopt The Bloc Sign District Ordinance. If the City Council chooses to adopt this ordinance, it may comply with the provisions of Charter Section 558 by either adopting the findings prepared by the Director of Planning attached to the file or by making its own findings.

CEQA Findings

This Office recommends that if you adopt the enclosed revised draft ordinance, you do so based on your consideration of the environmental effects of the project shown in The Bloc Project EIR No. ENV-2021-9959-EIR, SCH No. 2022120319, certified on February 11, 2025; and pursuant to CEQA Guidelines, Sections 15162 and 15164, find that no subsequent EIR, negative declaration, or addendum is required for approval of the Project.

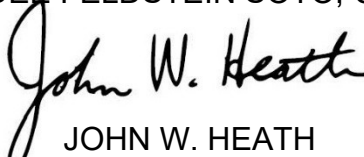
Council Rule 38 Referral

Copies of the revised draft ordinance were sent, pursuant to Council Rule 38, to the Department of City Planning, Department of Building and Safety, the Fire Department, the Department of Transportation and the Department of Public Works with a request that all comments, if any, be presented directly to the City Council at the time this matter is considered.

If you have any questions regarding this matter, please contact Deputy City Attorney Kenneth Fong at (213) 978-8202. A member of this Office will be available when you consider this matter to answer questions you may have.

Sincerely,

HYDEE FELDSTEIN SOTO, City Attorney

By 

JOHN W. HEATH
Chief Assistant City Attorney

JWH:KTF:pb
Transmittal