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When making inquiries relative
to this matter, please refer to
the Council File No. 16-1058-S2

City of Los Angeles CALIFORNIA



ERIC GARCETTI
MAYOR

OFFICE OF THE
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Council and Public Services Division
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October 7, 2016

NOTICE TO APPELLANT(S), APPLICANT(S), OWNER(S), OCCUPANT(S) AND INTERESTED PARTIES WITHIN A 500-FOOT RADIUS

You are hereby notified that the Planning and Land Use Management (PLUM) Committee of the Los Angeles City Council will hold a public hearing on **Tuesday, November 1, 2016**, at approximately **2:30 p.m.** or soon thereafter in the Board of Public Works Edward R. Roybal Hearing Room 350, City Hall, 200 North Spring Street, Los Angeles, CA 90012, to consider Environmental Impact Report (ENV-2014-1773-EIR) and related California Environmental Quality Act (CEQA) findings, reports from the Mayor and the Los Angeles City Planning Commission (LACPC), Resolution relative to a General Plan Amendment to change the land use designation from Limited Manufacturing to Community Commercial within the Southeast Los Angeles Community Plan, and modified Footnote No. 1; draft ordinance to effect a Zone Change from [Q]M1-2-O and M1-2-O to [T][Q]C2-2-O-SN; proposed ordinance establishing The Reef Transit-Oriented Sign District; and an appeal filed by Joe Donlin, United Neighbors in Defense Against Displacement (UNIDAD) on behalf of UNIDAD from the determination of the LACPC in approving the following:

- a. Conditional Use for a Major Development Project for the addition of more than 100,000 square feet of non-residential floor area in the C2 zone;
- b. Master Conditional Use to allow the on-site sale, dispensing and consumption of a full line of alcoholic beverages for up to 18 establishments and the sale of a full line of alcoholic beverages for off-site consumption for up to two establishments;
- c. Master Conditional Use to allow live entertainment and/or patron dancing for up to five establishments;
- d. Variances to allow 289 on-site trees in lieu of the otherwise required 361 trees; and to allow alternative short-term and long-term bicycle stall siting, including a complimentary valet service for the hotel component;
- e. Site Plan Review for a project that would result in an increase of more than 50 dwelling units and more than 50,000 gross square feet of non-residential floor area;
- f. Special Permission for the Reduction of Off-Street Parking to allow a 10 percent parking reduction for commercial uses located within 1,500 feet of a transit facility;

for a mixed-use project consisting of 549 apartment units, including 21 live/work units and 895 residential condominiums, a 208-key hotel, 67,702 square feet of retail/restaurant uses, 29,355 square-foot grocery store, 17,507 square-foot gallery, and 7,879 square-foot fitness studio to the existing Reef building, which will be maintained and includes 8,000 square-foot addition for a rooftop restaurant, including several

buildings ranging in height from 77 feet up to 420 feet on an approximately 9.7-acre property consisting of two City blocks and including 2,512 vehicle parking spaces and 1,906 bicycle parking stalls, with the project containing approximately 2,541,468 square feet of floor area upon full build out, for the property located at 1900 South Broadway, subject to modified Conditions of Approval.

Applicant: PHR LA MART, LLC

Representative: Edgar Khalatian, Mayer Brown, LLP

If you are unable to appear at this meeting, you may submit your comments in writing. Written comments may be addressed to the City Clerk, Room 395, City Hall, 200 North Spring Street, Los Angeles, CA 90012. In addition, you may wish to view the contents of Council file No. 16-1058-S2 by visiting: <http://www.lacouncilfile.com>.

Please be advised that the PLUM Committee reserves the right to continue this matter to a later date, subject to any time limit constraints.

Sharon Dickinson, Legislative Assistant
Planning and Land Use Management Committee
(213) 978-1074

Note: If you challenge this proposed action in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City Clerk at, or prior to, the public hearing. Any written correspondence delivered to the City Clerk before the City Council's final action on a matter will become a part of the administrative record. The time in which you may seek judicial review of any final action by the City Council is limited by California Code of Civil Procedure Section 1094.6 which provides that an action pursuant to Code of Civil Procedure Section 1094.5

challenging the Council's action must be filed no later than the 90th day following the date on which the Council action becomes final.