

201 N. Los Angeles St., Ste. 13A  
Los Angeles, Ca 90012  
(213) 617-9600  
Fax (213) 617-9643

**btc**

14540 Sylvan St., Ste 4  
Van Nuys, California 91411  
(818) 779-8860  
Fax (818) 779-8870

CERTIFICATE OF POSTING FOR PUBLIC HEARING

City of Los Angeles  
Department of City Planning  
200 North Spring Street  
Los Angeles, CA 90012-4801

CASE NO. CF-2016-1058

- Community Planning Bureau-Metro/South/East
- Community Planning Bureau-West/Coastal
- Community Planning Bureau - Valley
- Subdivisions/Parcel Maps -
- Zoning Administration -
- City/Area Planning Commission Office

To verify the Commission information, call the Commission Office at (213) 978-1300.

CERTIFICATE OF POSTING

This certifies that I/WE have posted the "NOTICE OF PUBLIC HEARING" sign for

S2

(type of request)

located at 1900 S. Broadway  
(address of development)

Public Hearing scheduled Tuesday, November 1, 2016

I hereby certify under the penalty of perjury that I posted the above-mentioned NOTICE OF PUBLIC HEARING on the  
19th day of OCTOBER 2016

Owner/Applicant (Print)

OR

JESSIEA GENE  
Representative/Posting Agent (Print)

Signature

Signature

Date \_\_\_\_\_

THE PROCESSING OF YOUR CASE WILL NOT BE COMPLETED UNTIL THIS FORM IS RETURNED TO THE CASE FILE FOR YOUR PROJECT (SEE ABOVE FOR ROOM NUMBERS).

DEPARTMENT POLICY REQUIRES THAT FOR VERIFICATION OF THE DATE OF POSTING A MINIMUM OF TWO PHOTOGRAPHS MUST BE TAKEN (FRONT PAGE OF A NEWSPAPER WITH THE DATE CLEARLY READABLE IN THE PHOTOGRAPH NEXT TO THE SIGN AND ANOTHER SHOWING THE SIGN(S) POSTED ON THE SITE FROM ACROSS THE STREET).

REGARDLESS OF WHO POSTS THE SITE IT IS ALWAYS THE RESPONSIBILITY OF THE APPLICANT/OWNER TO ASSURE THAT THE NOTICE IS FIRMLY ATTACHED, LEGIBLE, POSTED FOR PUBLIC VIEW FROM THE PROPERTY STREET FRONTAGE, AND REMAINS IN THAT CONDITION THROUGHOUT THE ENTIRE POSTING PERIOD.

HOLLY L. WOLCOTT  
CITY CLERK

SHANNON D. HOPPE  
EXECUTIVE OFFICER

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  
CITY CLERK

Council and Public Services Division  
200 N. Spring Street, Room 395  
Los Angeles, CA 90012  
General Information - (213) 978-1133  
FAX: (213) 978-1040

BRIAN WALTERS  
DIVISION MANAGER

[clerk.lacity.org](http://clerk.lacity.org)

CPC-2014-1771-GPA-VZC-SN-VCU-MCUP-CUX-ZV-SPR  
CD 9

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.



BROADWAY



**B**ROADWAY



B BROADWAY

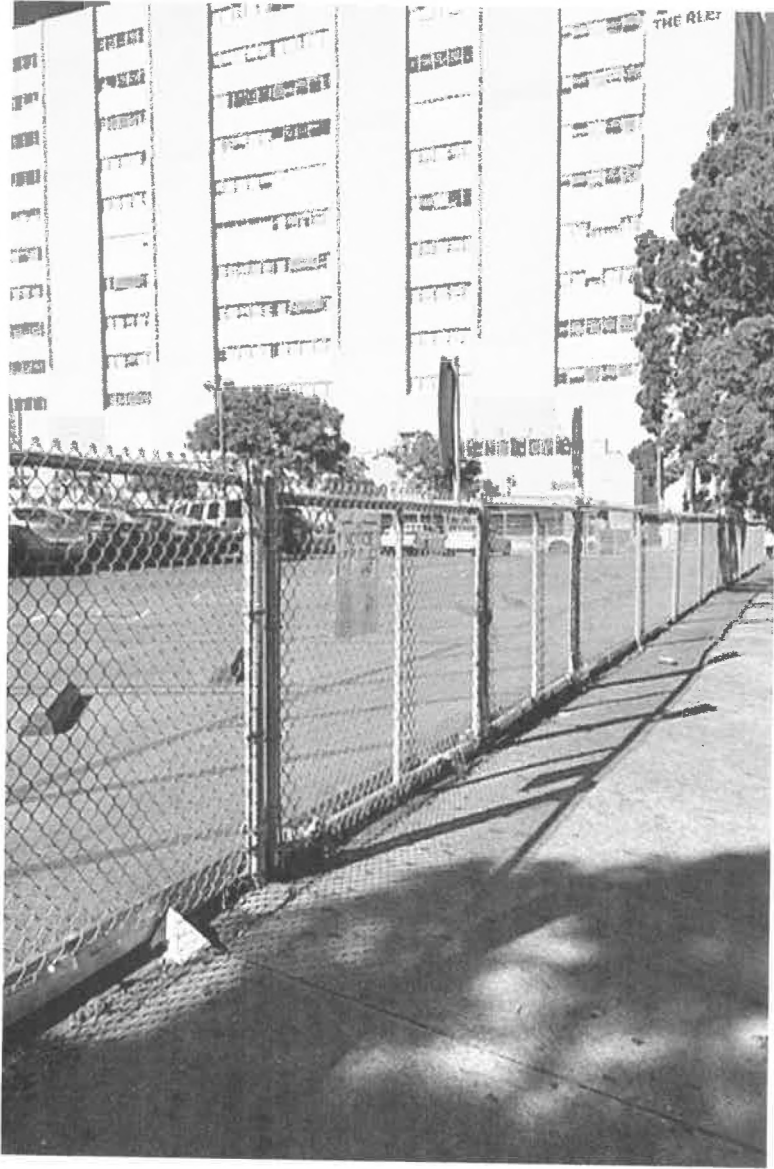


21ST



MAIN





WASHINGTON



How



# USA TODAY 10.19.16

BUZZFOTO VIA  
GETTY IMAGES



## Gaga reinvents herself again

Pop star doubles down on authenticity in 'Joanne'

IN LIFE

### ELECTIONS 2016

# VOTING OFFICIALS INSIST NO FRAUD

'Tell the truth,' crowd hollers at media covering Trump event

Republican presidential candidate Donald Trump enters a rally Tuesday in Colorado Springs. The final presidential debate between Trump and Democratic presidential candidate Hillary Clinton is Wednesday at the University of Nevada-Las Vegas from 9 to 10:30 p.m. ET. It will be moderated by Fox News anchor Chris Wallace. **IN NEWS**



Trump backers echo conspiracy claims, but clerks defend system

Trevor Hughes  
@trevorhughes  
USA TODAY

COLORADO SPRINGS Donald Trump's repeated attacks on what he calls a "rigged" election emboldened some of his supporters to ratchet up their own rhetoric, offending and angering