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CITY ATTORNEY

REPORT NO. R17-0303
AUG 28 2017

REPORT RE:

DRAFT ORDINANCE ENACTING THE REEF TRANSIT-ORIENTED SIGN DISTRICT

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. 16-1058-S2

Honorable Members:

Pursuant to policy instructions from the PLUM Committee, this Office has prepared and now transmits for your consideration the enclosed draft ordinance, approved as to form and legality, which would create the Reef Transit-Oriented Sign District.

The draft ordinance incorporates all of the amendments requested by the PLUM Committee at its meeting of June 20, 2017. The amendments are to be made to the draft ordinance that this Office transmitted to the City Council on May 12, 2017.

This draft ordinance would create a new signage supplemental use district (Sign District) for the Reef development located at 1900 South Broadway (the Project). The Project is a mixed-used development consisting of 549 apartment units, 895 residential condominiums, a 208 room hotel, 67,702 square feet of retail/restaurant uses, a 29,355 square-foot grocery store, a 17,507 square-foot gallery and a 7,879 square-foot fitness studio.

The Sign District would allow the existing and approved signage on the Project site to remain and would authorize new static and digital signage for the Project. The Sign District is subdivided into five Sign Zones. Total signage for the Project would be approximately 69,278 square feet. Digital signage is only allowed in Sign Zones A and B.

A more detailed discussion of the proposed ordinance is provided in the staff report prepared by the Department of City Planning.

Charter Findings

Pursuant to Charter Section 559, the Planning Commission approved the draft ordinance and recommended that the City Council adopt it. 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 draft ordinance, you do so based on your consideration of the environmental effects of the project shown in The Reef Project Environmental Impact Report (EIR), ENV-2014-1773-EIR, SCH No. 2014071054. The EIR was certified by the City Council of the City of Los Angeles on November 22, 2016.

Council Rule 38 Referral

Copy of the draft ordinance was sent, pursuant to Council Rule 38, to the 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. He or another member of this Office will be present when you consider this matter to answer any questions you may have.

Very truly yours,

MICHAEL N. FEUER, City Attorney

By 
DAVID MICHAELSON
Chief Assistant City Attorney

DM:KTF:gl
Transmittal