

ENVIRONMENTAL IMPACT REPORT (EIR), PLANNING AND LAND USE MANAGEMENT (PLUM) COMMITTEE REPORT and ORDINANCE FIRST CONSIDERATION relative to the creation of the Reef Transit-Oriented Sign District for the property located at 1900 South Broadway.

Recommendations for Council action, SUBJECT TO THE APPROVAL OF THE MAYOR:

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 Reef Project EIR, ENV-2014-1773-EIR, State Clearinghouse No. 2014071054 certified on November 22, 2016; and pursuant to California Environment Quality Act (CEQA) Guidelines, Sections 15162 and 15164, no subsequent EIR, negative declaration, nor addendum is required for approval of the project.
2. ADOPT the FINDINGS of the Director of Planning as the Findings of the Council.
3. PRESENT and ADOPT the accompanying ORDINANCE, dated August 24, 2017 and disapproved by the Director of Planning on behalf of the Los Angeles City Planning Commission, establishing The Reef Transit-Oriented Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code, for the property located at 1900 South Broadway.

Applicant: PHR LA MART, LLC

Representative: Edgar Khalatian, Mayer Brown, LLP

Case No. CPC-2014-1771-GPA-VZC-SN-VCU-MCUP-ZV-SPR

CEQA No. ENV-2014-1773-EIR

Fiscal Impact Statement: None submitted by the City Attorney. Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: None submitted.

Summary:

At a regular meeting held on October 24, 2017, the PLUM Committee considered a draft Ordinance for the creation of a new signage supplemental use district for a mixed-used development for the property located at 1900 South Broadway. After an opportunity for public comment, the Committee recommended on consent to approve the Ordinance. This matter is now submitted to the Council for consideration.

Respectfully Submitted,



PLANNING AND LAND USE MANAGEMENT COMMITTEE

<u>MEMBER:</u>	<u>VOTE:</u>
HUIZAR	YES
HARRIS-DAWSON	ABSENT
ENGLANDER	YES
BLUMENFIELD	ABSENT
PRICE	YES

ZHC
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-NOT OFFICIAL UNTIL COUNCIL ACTS-