

**DEPARTMENT OF  
CITY PLANNING**

200 N. SPRING STREET, ROOM 525  
LOS ANGELES, CA 90012-4801

**AND**

6262 VAN NUYS BLVD., SUITE 351  
VAN NUYS, CA 91401

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(213) 978-1300

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MICHAEL J. LOGRANDE  
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(213) 978-1271

ALAN BELL, AICP  
DEPUTY DIRECTOR  
(213) 978-1272

LISA M. WEBBER, AICP  
DEPUTY DIRECTOR  
(213) 978-1274

JAN ZATORSKI  
DEPUTY DIRECTOR  
(213) 978-1273

FAX: (213) 978-1275

INFORMATION  
[www.planning.lacity.org](http://www.planning.lacity.org)

**July 16, 2014**

**NOTICE OF PREPARATION OF AN ENVIRONMENTAL IMPACT  
REPORT AND PUBLIC SCOPING MEETING**

**CASE NO.:** ENV-2014-1773-EIR

**PROJECT NAME:** SOLA Village

**PROJECT APPLICANT:** PHR LA MART LLC

**PROJECT LOCATION/ADDRESS:** 1900 South Broadway

**COMMUNITY PLANNING AREA:** Southeast Los Angeles

**COUNCIL DISTRICT:** 9 – Curren D. Price, Jr.

**DUE DATE FOR PUBLIC COMMENTS:** August 15, 2014. See more information below.

**SCOPING MEETING:** July 30, 2014. See more information below.

Pursuant to the California Environmental Quality Act (CEQA) Guidelines Section 15082, once the Lead Agency decides an Environmental Impact Report (EIR) is required for a project, a Notice of Preparation (NOP) describing the project and its potential environmental effects shall be prepared. You are being notified of the City of Los Angeles' intent, as Lead Agency, to prepare an EIR for this Project, which is located in an area of interest to you and/or the organization or agency you represent. This EIR will be prepared by outside consultants and submitted to the Department of City Planning, Environmental Analysis Section, for independent review and certification.

The Department of City Planning requests your comments as to the scope and content of the EIR. Comments must be submitted in writing pursuant to directions below. If you represent an agency, the City is seeking comments as to the scope and content of the environmental information in the document which is germane to your agency's statutory responsibilities in connection with the Proposed Project. Your agency will need to use the EIR prepared by our agency when considering your permit or other approval for the Project.

The purpose of the Scoping Meeting is to receive input from the public as to what areas the EIR should study. No decisions about the Project are made at the Scoping Meeting. The Project description, location, and the potential environmental effects identified thus far are set forth in this document. Also included below are the date, time, and location of the Scoping Meeting that will be held in order to solicit input regarding the content of the Draft EIR.

**The Scoping Meeting is in an open house format. THIS IS NOT THE REQUIRED PUBLIC HEARING FOR MUNICIPAL CODE ENTITLEMENT REQUESTS which will be scheduled after the completion of the EIR.** The environmental file is available for review at the Department of City Planning, 200 North Spring Street, Room 750, Los Angeles, CA 90012. A copy of the Initial Study prepared for the Project is not attached but may be viewed online at <http://planning.lacity.org> by clicking the “Environmental” tab, then “Notice of Preparation & Public Scoping Meetings”.

**PROJECT LOCATION:** The Project Site is located at 1900 South Broadway in the Southeast Los Angeles Community Plan Area of the City of Los Angeles. The Project Site consists of two full city blocks comprising approximately 9.7 acres bounded by Washington Boulevard on the north, Hill Street on the west, 21<sup>st</sup> Street on the south, and Main Street on the east (see Figure 1, Regional Vicinity and Project Location). Broadway bisects the Project Site into the East Block and the West Block (see Figure 2, Aerial View of Project Site). The Project Site is occupied by the existing approximately 861,162 square foot, 12-story REEF building (formerly, the L.A Mart, hereinafter referred to as The REEF), surface parking lots and an 11,150 square foot warehouse/storage/distribution building.

The land uses within the general vicinity of the Project Site are characterized by a mix of low- to high-intensity commercial, institutional and residential uses, which vary widely in building style and period of construction. The Los Angeles County Superior Courthouse is located immediately to the west of the Project Site across Hill Street. One block further to the west is the campus of the Los Angeles Trade Technical College (LATTTC) which extends from Olive Street to Flower Street, south of Washington Boulevard. The approximately one block depth of the area north of the Project Site includes commercial, industrial and mixed-use buildings, along with surface parking lots. The Santa Monica Freeway (I-10) runs east-west approximately one block north of the Project Site. The area east of the Project Site contains low rise industrial and commercial buildings. The Santee Education Complex and Frida Kahlo Continuation High School are located one block east of the Project Site, east of Los Angeles Street and south of Washington Boulevard. The area to the south of the Project Site contains commercial and industrial buildings, with a few mixed use buildings interspersed, and surface parking lots.

**PROJECT DESCRIPTION:** The Project consists of development of a mixed use project containing approximately 2,533,000 square feet of development in the [Q]M1-2-O and M1-2-O zones, including modifications to the existing 862,162 square foot, approximately 194 foot tall REEF Building, and construction of approximately 1,664,000 square feet of new development on the remainder of the Project Site currently occupied by surface parking lots and an 11,150 square foot warehouse/storage/distribution building. The REEF would be modified to incorporate a new restaurant and event space on the rooftop, and potentially convert existing wholesale/showroom space within the REEF to office, retail and restaurant

uses. The existing warehouse building and surface parking lots would be demolished and replaced by new construction comprised of an integrated mixed-use development containing residential, hotel, retail/restaurant, grocery store, gallery, and fitness center uses and community spaces which would be accommodated in multiple single- and multi-story buildings ranging in height from up to 85 feet to up to 420 feet, along with public open space areas. The Project would provide at least 2,733 parking spaces in multiple above-ground and subterranean structures (see Figure 3, Conceptual Site Plan)

**REQUESTED ENTITLEMENTS:** The Project Applicant is requesting ministerial and discretionary approvals as part of the Project, including but not limited to: General Plan Amendment from Limited Manufacturing to Community Commercial; Vesting Zone Change from [Q]M1-2-O and M1-2-O to C4-2-O; Supplemental Use District (SN) – Sign District; Vesting Conditional Use Permits for Major Development Project and Floor Area Ratio (FAR) Averaging; Master Conditional Use Permits for alcoholic beverages and live entertainment; Zone Variances related to open space, health/fitness club, and outdoor dining; Site Plan Review; Vesting Tentative Tract Map, and a Development Agreement.

**ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED:** Aesthetics, Air Quality, Biological Resources, Cultural Resources, Geology and Soils, Greenhouse Gas Emissions, Hazards and Hazardous Materials, Hydrology and Water Quality, Land Use Planning, Noise, Population and Housing, Public Services, Transportation/Traffic, and Utilities.

**PUBLIC SCOPING MEETING:** A public scoping meeting in **an open house format** will be held to receive public comment regarding the scope and content of the environmental analysis to be included in the Draft EIR. City staff, environmental consultants and project representatives will be available, but no formal presentation is scheduled. You may stop by at any time between 5:00 pm and 8:00 pm to view materials, ask questions, and provide comments. The Department of City Planning encourages all interested individuals and organizations to attend this meeting. The location, date, and time of the public scoping meeting for this Project are as follows:

**Date:** Wednesday, July 30, 2014

**Time:** 5:00 p.m. to 8:00 p.m.

Arrive any time between 5:00 p.m. – 8:00 p.m. to speak one-on-one with City staff and Project consultants.

**Location:** The REEF/2<sup>nd</sup> Floor  
1933 South Broadway  
Los Angeles, CA 90007

Validated parking will be provided in the parking lot next to The REEF. Entrance to the parking lot is provided from Broadway.

The enclosed materials reflect the current scope of the Project (subject to change). The Department of City Planning welcomes and will consider all written comments regarding potential environmental impacts of the Project and issues to be addressed in the EIR. **Written comments must be submitted to this office by 5 p.m. on August 15, 2014.** Written comments will also be accepted at the public scoping meeting described above.

Please direct your responses to:

**Mail:** Erin Strellich  
Environmental Analysis Section  
Department of City Planning  
200 N. Spring Street, Room 750  
Los Angeles, CA 90012

**Fax:** (213) 978-1343

**Email:** erin.strellich@lacity.org

**ACCOMODATIONS:** As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability. The scoping meeting facility and its parking are wheelchair accessible.

Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. Other services, such as translation between English and other languages, may also be provided upon request.

To ensure availability of services, please make your request no later than three working days (72 hours) prior to the scoping meeting by calling Darlene Navarrete at (213) 978-1332.

*Como entidad cubierta bajo el Título II del Acto de los Americanos con Desabilidades, la Ciudad de Los Angeles no discrimina. La facilidad donde la junta se llevará a cabo y su estacionamiento son accesibles para sillas de ruedas. Traductores de Lengua de Muestra, dispositivos de oído, u otras ayudas auxiliares se pueden hacer disponibles si usted las pide en avance. Otros servicios, como traducción de Inglés a otros idiomas, también pueden hacerse disponibles si usted los pide en avance.*

*Para asegurar la disponibilidad de éstos servicios, por favor haga su petición al mínimo de tres días (72 horas) antes de la reunión, llamando a Darlene Navarrete a (213)978-1332.*

Michael J. LoGrande  
Director of City Planning

A handwritten signature in black ink, appearing to read 'ES' followed by 'for', indicating the signature is on behalf of Erin Strellich.

Erin Strellich  
Project Coordinator, EIR Unit, Environmental Analysis Section

Enclosures:

Vicinity Map  
Aerial Photograph  
Conceptual Site Plan  
500-foot Radius Map