



Central Avenue Historic  
Business Improvement District

August 10, 2016

Erin Strellich, City Planning Associate  
Los Angeles Department of City Planning  
200 N. Spring Street, Room 750  
Los Angeles, CA 90012  
Via Email: [Erin.Strellich@lacity.org](mailto:Erin.Strellich@lacity.org)

Re: The REEF Project Letter of Support  
ENV-2008-1773-EIR & SCH# 2014071054

Dear Ms. Strellich:

The Central Avenue Historic Business Improvement District (CAHD) Board of Directors voted unanimously on August 3, 2016 to provide a letter of support for the approximately 2,533,000 square feet mixed-use REEF Project proposed for 1900 South Broadway, Los Angeles, CA 90007. **We have no objections to the adoption of a Final Environmental Impact Report for this project and urge you to approve the project as presented.**

CAHD is a property-based business improvement district launched in January 2016 to serve the properties on Central Avenue from Washington Boulevard to Vernon Avenue. Our mission is to invest in ongoing thoughtful improvement and development of the neighborhood; and initiatives that promote and sustain cleanliness, safety, aesthetic beauty and continuity, cultural richness and diversity, environmental health, and an overall atmosphere of well-being that is ***inclusive and invites prosperity, community involvement, and positive interaction among all peoples.***

Based on our review of the proposed project elements, meetings with the development representatives and outreach to our property and business owner constituents, the CAHD board believes the REEF project can be an ally and partner in supporting the core mission and values our board has embraced for promoting community and economic development. It is our hope that the REEF Project investment will serve as a catalyst for encouraging community-sensitive enterprise growth within the South Los Angeles region by providing existing and future symbiotic business development opportunities for enterprises along Central Avenue.

Specifically, the CAHD board plans to assist Central Avenue businesses in taking advantage of the contract and vendor opportunities to be offered by the REEF and to assist businesses in showcasing their products and services in the REEF's proposed micro business center. We also

plan to attract enterprise owners and REEF residents to Central Avenue to experience the rich historical and emerging dynamics of the neighborhood, including our brand of authentic fast fresh restaurants, cultural events and locally grown business enterprises.

We are excited about future partnership opportunities with the REEF and look forward to working with the developers to implement meaningful community advancement strategies. We support the REEF's proposed Community Benefits Commitment and will work to hold the developers accountable for the implementation of each element, particularly the job training, job placement and business development efforts. We will also work with the REEF to ensure that young adults and seniors are able to leverage job opportunities and advance through available career opportunities.

The Central Avenue Historic District BID is committed to the concept that "all boats rise on a rising tide" and we invite the REEF to join us in investing in promoting goodwill, equity and an excellent quality of life for all who currently do and will live, work, do business in and visit our storied district.

Respectfully submitted by:

*Central Avenue Historic Business Improvement District Board of Directors*  
Letter of Support Board Approval Date: 8/3/16