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Westwood South of Santa Monica Blvd
Homeowner's Association
Incorporated November 8, 1971
P. O. Box 64213
Los Angeles, CA 90064-0213

February 21, 2011

Honorable Ed Reyes, Chair
Honorable Jose Huizar
Honorable Paul Krekorian
City of Los Angeles PLUM Committee
Attn: Patrice Lattimore, Legislative Asst.
City Hall - Room 395
200 North Spring Street,
Los Angeles, CA 90012

Date: 2/22/11
Submitted in PLUM Committee
Council File No: 11-0106
Item No.: 2
Deputy: PUBLIC

VIA EMAIL: patrice.lattimore@lacity.org

RE: Wilshire Grand Redevelopment – Council File No. 11-0106
ENV-2—9-1577-EIR-GB
CPC 2009-3416-TDR-CUB-CU-CUW-ZV-SW-DA-ZAD-SPR-GB

Dear Chairman Reyes and Honorable PLUM Committee Members:

We write today to voice our strong support for the work of the City Planning Commission as it pertains to their consideration of and downsizing of the proposed **sign supplemental use district** for the Wilshire-Grand Redevelopment Project. While there will no doubt be significant discussion at your upcoming PLUM meeting pertaining to the validity and acceptability of the project EIR, we wish to focus our attention on the appeal effort which seeks to remove some of the limitations placed on future advertising signage at the site. We applaud the CPC's actions to limit and remove signage that would be visible from nearby freeway arterials.

Protecting the health and safety of the public is one of the primary missions of local government. To allow the placement of signs as originally proposed is a grave error and one that endangers drivers, passengers, pedestrians –young and old, as they travel in the vicinity of this project. It could also serve to establish a precedent, a very bad precedent for the area and for the City. Significant time and effort was dedicated over the past couple of years toward the development of new sign ordinance language pertaining to the establishment of supplemental sign districts. While there may not have been full agreement on all aspects of a new proposed ordinance, there was agreement that sign districts should NOT be granted for individual properties. Therefore, the proposal for a supplemental sign district at and for the Wilshire Grand location is not a good policy decision and runs contrary to the concepts discussed throughout the city for many months.

We do not support the granting of any additional sign rights to this project. If it were left to us, we would reduce the signage already approved by the CPC. It is time that we challenge project designers to create buildings that are destinations in their own right and that bring vibrancy and excitement to our City's core. It is bad planning to rely on the placement of advertising signage to create a sense of "place." It is bad economics to propose and/or approve a building that relies on advertising income in order to "pencil out."

In many ways, the property in question serves as a gateway to downtown from historic Wilshire Blvd. This location deserves a project that significantly moves the area forward. Entitlement periods should be granted such that there is certainty that the project will be built in a reasonable period of time – removing the possibility of a long-term blight on the area. We are troubled by the application of a Design Flexibility Program that makes it very difficult to come to a clear understanding of the design and scope of the ultimate project.

We respectfully request that the PLUM Committee uphold the decision of the City Planning Commission as it pertains to the granting of signage rights for this proposed project. No additional signage should be contemplated or added.

Thank you for your consideration.

Sincerely,

A handwritten signature in cursive script, appearing to read "Barbara Broider".

President