

Wilshire Grand Redevelopment Project
Figueroa and Seventh Sign District History

#2

Location	Original Applicant Proposal	Planning Staff Recommendation	CPC Recommendation	Applicant Appeal
Wilshire Boulevard--North Façade				
Level 1	Per LAMC with 827 SF of Scrolling News Ribbon	Per LAMC with 827 SF of Scrolling News Ribbon	Per LAMC with 827 SF of Scrolling News Ribbon	Per LAMC with 827 SF of Scrolling News Ribbon
Level 2	9,760 SF	2,996 SF	2,996 SF	9,760 SF
Level 3--Building A	107,033 SF of Integral Electronic Display	107,033 SF of Integral Large Scale Architectural Lighting	0	107,033 SF of Integral Large Scale Architectural Lighting
--Building B	35,644 SF of Integral Electronic Display	35,644 SF of Integral Large Scale Architectural Lighting	0	35,644 SF of Integral Large Scale Architectural Lighting
Level 4--Building A	6,878 SF per LAMC for Building ID	6,878 SF per LAMC for Building ID	6,878 SF per LAMC for Building ID	6,878 SF per LAMC for Building ID
--Building B	6,334 SF per LAMC for Building ID	6,334 SF per LAMC for Building ID	6,334 SF per LAMC for Building ID	6,334 SF per LAMC for Building ID
Figueroa Street--East Façade				
Level 1	Per LAMC with 977 SF Scrolling News Ribbon	Per LAMC with 977 SF Scrolling News Ribbon	Per LAMC with 977 SF Scrolling News Ribbon	Per LAMC with 977 SF Scrolling News Ribbon
Level 2	7,024 SF	5,817 SF	5,817 SF	7,024 SF
Level 3--Building A	31,413 SF of Integral Electronic Display	31,413 SF of Integral Large Scale Architectural Lighting	0	31,413 SF of Integral Large Scale Architectural Lighting
--Building B	34,800 SF of Integral Electronic Display	34,800 SF of Integral Large Scale Architectural Lighting	0	34,800 SF of Integral Large Scale Architectural Lighting
Level 4--Building A	5,027 SF per LAMC for Building ID	5,027 SF per LAMC for Building ID	5,027 SF per LAMC for Building ID	5,027 SF per LAMC for Building ID
--Building B	6,056 SF per LAMC for Building ID	6,056 SF per LAMC for Building ID	6,056 SF per LAMC for Building ID	6,056 SF per LAMC for Building ID
7th Street--South Façade				
Level 1	Per LAMC with 1,477 SF of Scrolling News Ribbon	Per LAMC with 1,477 SF of Scrolling News Ribbon	Per LAMC with 1,477 SF of Scrolling News Ribbon	Per LAMC with 1,477 SF of Scrolling News Ribbon
Level 2	15,441 SF	4,787 SF	4,787 SF	15,441 SF
Level 3--Building A	102,005 SF of Integral Electronic Display	102,005 SF of Integral Large Scale Architectural Lighting	0	102,005 SF of Integral Large Scale Architectural Lighting
--Building B	36,720 SF of Integral Electronic Display	36,720 SF of Integral Large Scale Architectural Lighting	0	36,720 SF of Integral Large Scale Architectural Lighting
Level 4--Building A	16,368 SF per LAMC for Building ID	16,368 SF per LAMC for Building ID	16,368 SF per LAMC for Building ID	16,368 SF per LAMC for Building ID
--Building B	4,900 SF per LAMC for Building ID	4,900 SF per LAMC for Building ID	4,900 SF per LAMC for Building ID	4,900 SF per LAMC for Building ID
Francisco Street--West Façade				
Level 1	Per LAMC	Per LAMC	Per LAMC	Per LAMC
Level 2	5,887 SF	450 SF	450 SF	3,955 SF
Level 3--Building A	40,997 SF of Integral Electronic Display	40,997 SF of Integral Large Scale Architectural Lighting	0	40,997 SF of Integral Large Scale Architectural Lighting
--Building B	35,226 SF of Integral Electronic Display	35,226 SF of Integral Large Scale Architectural Lighting	0	35,226 SF of Integral Large Scale Architectural Lighting
Level 4--Building A	7,770 SF per LAMC for Building ID	7,770 SF per LAMC for Building ID	7,770 SF per LAMC for Building ID	7,770 SF per LAMC for Building ID
--Building B	7,623 SF per LAMC for Building ID	7,623 SF per LAMC for Building ID	7,623 SF per LAMC for Building ID	7,623 SF per LAMC for Building ID