

Mayer Brown LLP
350 South Grand Avenue
25th Floor
Los Angeles, California 90071-1503

Main Tel +1 213 229 9500
Main Fax +1 213 625 0248
www.mayerbrown.com

Edgar Khalatian
Direct Tel +1 213 229 9548
Direct Fax +1 213 576 8130
ekhalatian@mayerbrown.com

June 15, 2017

Los Angeles City Council
Planning and Land Use Management Committee
200 North Spring Street
Los Angeles, California 90012

Re: The Reef Project (Case Nos. CPC -2014-1771-
GPA-VZC-SN-VCU-MCUP-CUX-ZV-SPR-
MSC; ENV-2014-1773-EIR)

Honorable Committee Members:

We are submitting this letter on behalf of our client, PHR LA Mart, LLC (the “**Applicant**”), in connection with The Reef Transit Oriented Sign District (the “**Sign District**”). The City Council’s Planning and Land Use Management (the “**PLUM**”) Committee is scheduled to hear the Sign District on June 20, 2017.

We respectfully request that the City Council revise the Sign District, as outlined below.¹

I. Amend Section 4 of the Sign District to add the following definition:

Supergraphic Sign. A Sign, consisting of an image projected onto a wall or printed on vinyl, mesh or other material with or without written text, supported and attached to a wall by an adhesive and/or by using standard cable and eye bolts and/or other materials or methods.

II. Add a New Section 6.C to add the following section:

C. Director Sign Off. With respect to the following Signs, only a Director sign off on the permit application shall be required prior to the issuance by LADBS of a building permit. Upon review and concurrence by the Director that any Sign described below is in compliance with the requirements of Section 8 and, if applicable, Section 9 of this Ordinance and/or any previously approved exception, amendment or interpretation applicable hereto, the Director shall stamp, sign and date the permit application plans for:

1. Any Approved Sign;

¹ All referenced to section numbers are to the existing Sign District, and section numbers should be updated to reflect the proposed changes, should said changes be approved by the City Council.

Honorable Committee Members
July 15, 2017
Page 2

2. Any Sign in a location and of a type generally consistent with the Conceptual Sign Drawings attached as Appendices B and C, as the same may be modified from time to time pursuant to Section 6.E of this Ordinance; and
3. Any of the following Signs and Sign Support Structures, provided that the Sign and/or Sign Support Structure complies with the applicable requirements of this Ordinance and the LAMC, as determined by the Director and the Sign Area of such Sign does not cause the cumulative square footage of Signs subject to the Total Sign Area and applicable Zone Sign Area calculation to exceed the Total Sign Area and applicable Zone Sign Area provided by this Ordinance:
 - a. Awning Signs;
 - b. Digital Displays;
 - c. Identification Signs;
 - d. Illuminated Architectural Canopy Signs;
 - e. Information Signs;
 - f. Integral Digital Displays;
 - g. Monument Signs;
 - h. Pole Signs;
 - i. Projecting Signs;
 - j. Supergraphic Signs;
 - k. Temporary Signs;
 - l. Wall Signs;
 - m. Window Signs; and
 - n. Any other Sign and/or Sign Support Structure exceptions described in Section 6.D.2 of this Ordinance.

III. Amend Section 6.C.1 to add the underlined text (will become Section 6.D.1):

1. **Required.** Unless subject to the Director sign off process by Section 6.C, above, of this Ordinance, LADBS shall not issue a permit for any Signs, including the following sign

Honorable Committee Members
July 15, 2017
Page 3

types, unless the Director has issued a Project Permit Compliance approval pursuant to the procedures set forth in Section 11.5.7 of the LAMC:

- a. Any Sign that electronically refreshes its image, lighting or coloring;
 - b. Digital Displays;
 - c. Integral Digital Displays;
 - d. Projecting Signs;
 - e. Supergraphic Signs;
 - f. Wall Signs; and
 - g. Any other type of allowable sign listed in this Ordinance, excluding Existing Signs.
- IV. Amend Section 8.B.2 to delete “Are Supergraphic” from the list of prohibited signs.
- V. Amend Sections 8.D.1.a(i) and 8.D.1.b(i) to allow “Supergraphic Signs” as an allowed sign.
- VI. Amend Section 9 to add the following section:

K. Supergraphic Signs.

1. General.

- a. Supergraphic Signs may take the form of any type of Sign permitted by this Ordinance.
- b. Location. Supergraphic Signs may be located as shown on Conceptual Sign Drawings in Appendices B and C, except for variations from such locations as allowed by Section 8 of this Ordinance.

VII. Numbering

As the proposed modifications are approved, to update the section numbering throughout the Sign District to remain consistent.

Sincerely,



Edgar Khalatian