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August 5, 2019

VIA E-MAIL AND US MAIL

Councilmember Marqueece Harris-Dawson, Chair
Planning and Land Use Management Committee
c/o Patrice Lattimore, City Clerk
200 North Spring Street
Los Angeles, California 90012

patrice.lattimore@lacity.org
clerk.plumcommittee@lacity.org
LACouncilComment.com

Re: NoHo West Sign District Amendment
CF 18-0634-S1
PLUM Hearing Date: not scheduled

Hon. Councilmember Harris-Dawson,

This letter is submitted on behalf of Merlone Geier Partners, the developer of the NoHo West project and the applicant for the pending amendment to the NoHo West Sign District Ordinance. This item, an ordinance to amend the existing NoHo West Sign District, was approved by the Planning and Land Use Management (PLUM) Committee on March 5, 2019, and the City Council on March 19, 2019. The final version of this ordinance has now been transmitted by the City Attorney to PLUM.

We look forward to approval of this amendment, but have the following corrections to the document submitted to PLUM by the City Attorney on July 26, 2019:

- **Page 19, Section 7.G.4:** In the Location table, the word Architectural “Canopy” (used twice) should be replaced with Architectural “Ledge”
- **Page 24, Section 8.E.1.c:** For clarity, we request that the phrase “passage of this ordinance” for the stated time limit read “effective date of this ordinance”.
- **Exhibits:** The attached corrected exhibits are the final revised exhibits to the ordinance prepared by City Planning staff and should be included in the final adopted ordinance.

Councilmember Marqueece Harris-Dawson, Chair
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August 5, 2019
Page 2

By way of background, this exciting mixed use project was approved by Planning Commission and City Council in 2016. The project is fully approved and under construction, and soon will be bringing new retail, cinemas, a health club, a grocery store, restaurants, and Class A office space to serve the community. The property sits on the site of the former Laurel Plaza shopping center which was severely damaged in the Northridge Earthquake. On December 6, 2011, the City Council initiated a Sign District to assist with the economic challenges facing redevelopment of the site. Subsequently, in 2016, as part of the original project entitlements, the Commission and City Council approved the NoHo West Sign District which allows a variety of on and off-site sign types including kiosks, Digital Displays and Supergraphics. The current amending ordinance makes various revisions to the original provisions, and is fully supported by the Council Office.

We look forward to scheduling of this item at PLUM and City Council. We will be available to answer any questions when this amending ordinance is before PLUM.

Sincerely,

A handwritten signature in blue ink, appearing to read "Clare Bronowski", with a long, sweeping flourish extending to the right.

CLARE BRONOWSKI
of GLASER WEIL FINK HOWARD AVCHEN & SHAPIRO LLP

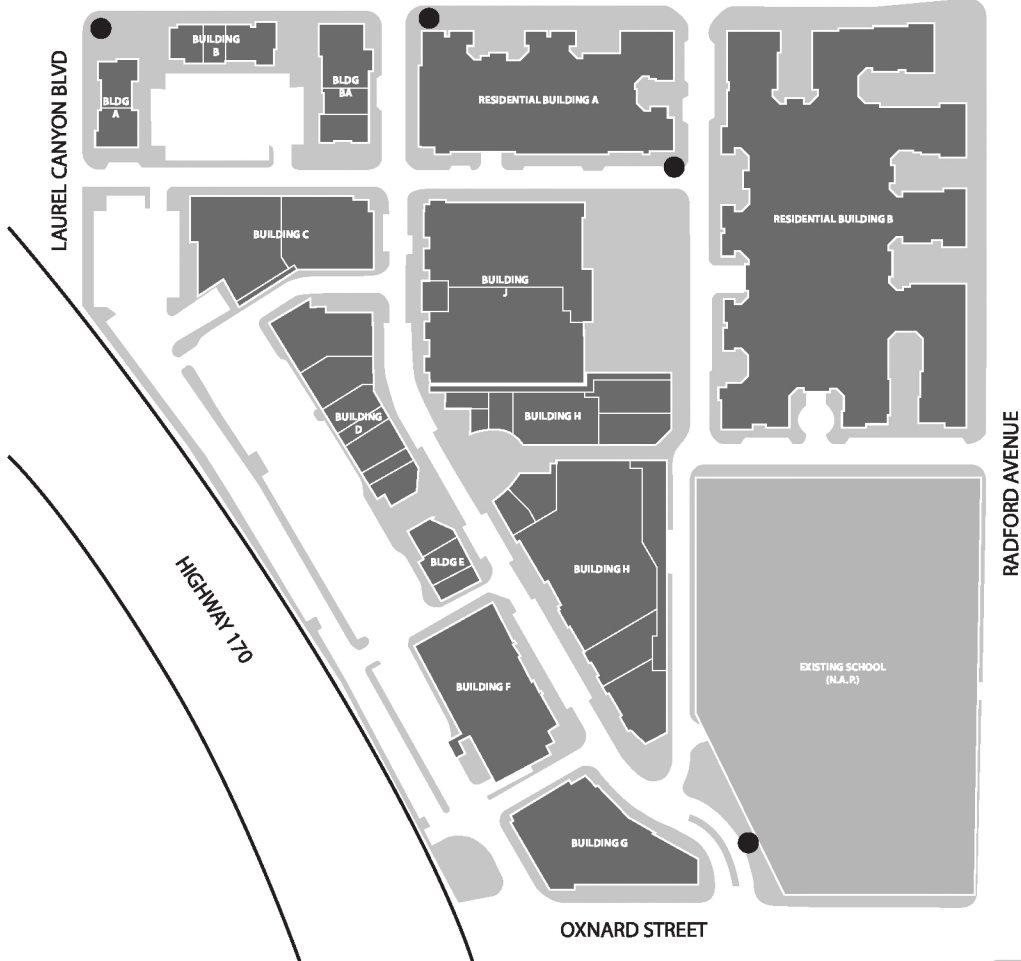
Encl.

cc: Karo Torossian, CD 2
Ken Fong, City Attorney's office
Milena Zasadzien, City Planning

Lower Level Site Plan

ERWIN STREET

Exhibit A



Upper Level Site Plan



● MONUMENT SIGNS

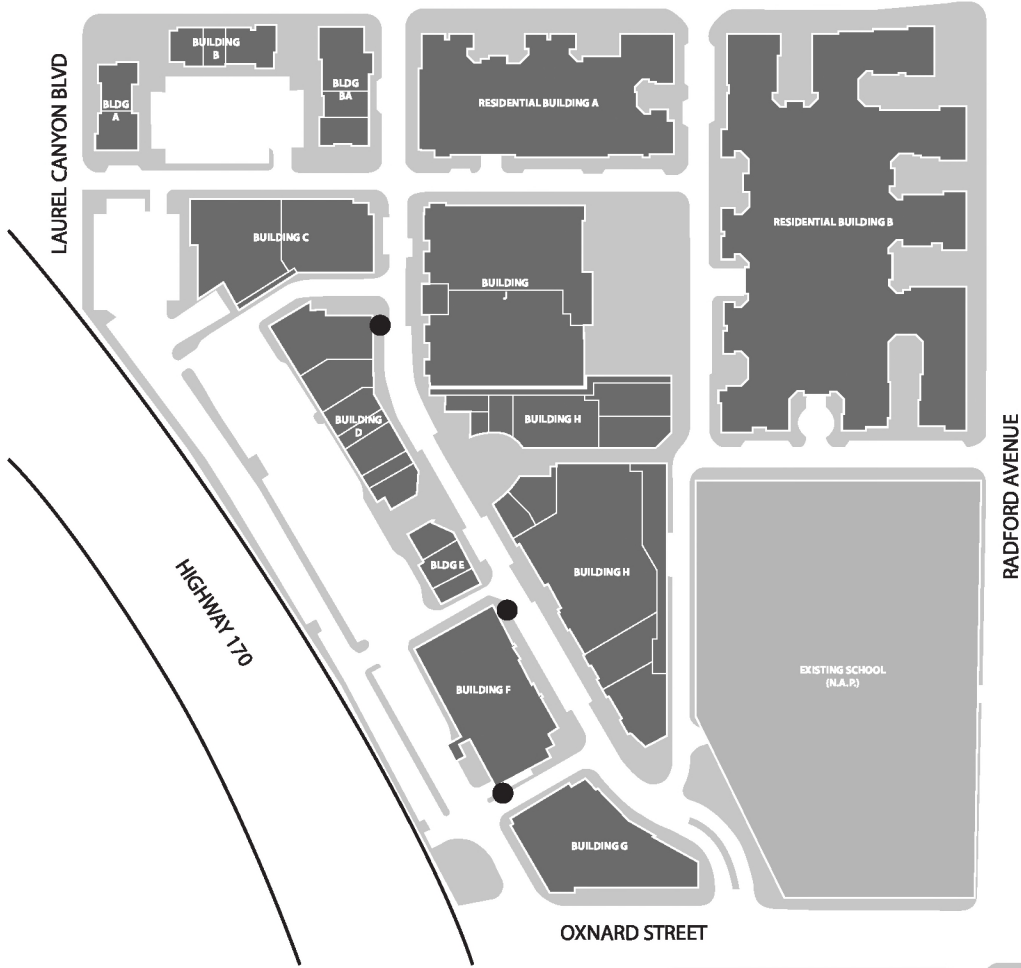
MSP INCLUDES THE FOLLOWING SIGNS:

- JL** JUMBO LETTERS
- RM2** RESIDENTIAL MONUMENT

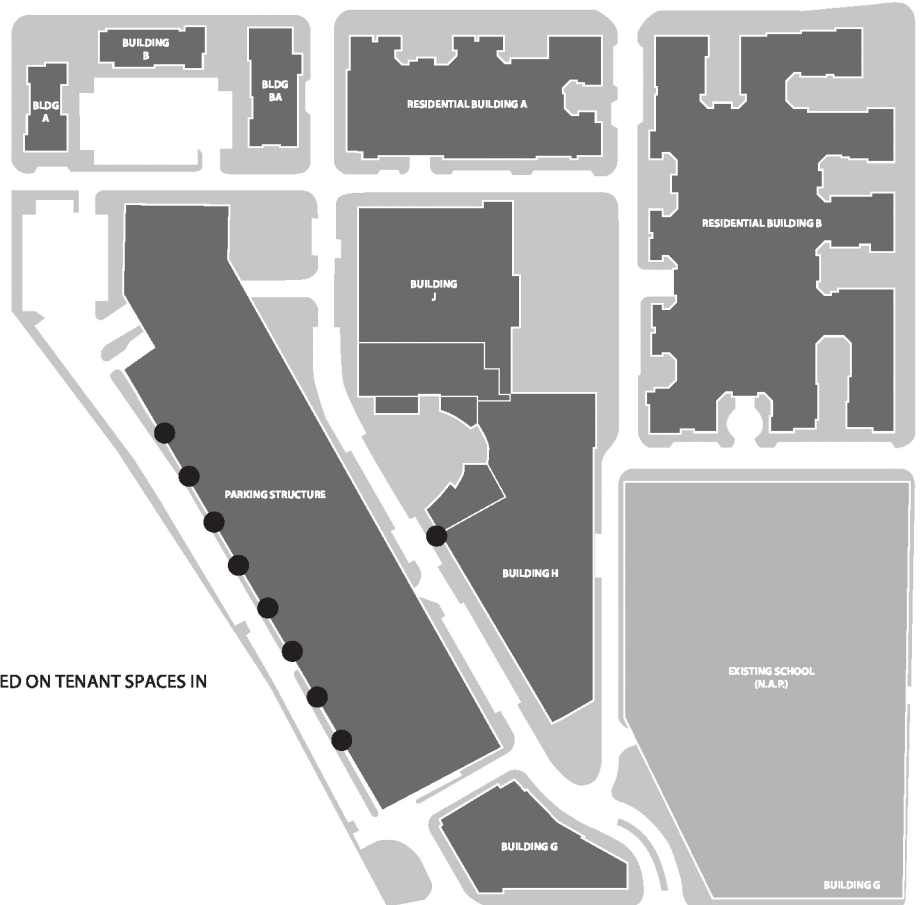
* LOCATIONS APPROXIMATE

Lower Level Site Plan

ERWIN STREET



Upper Level Site Plan



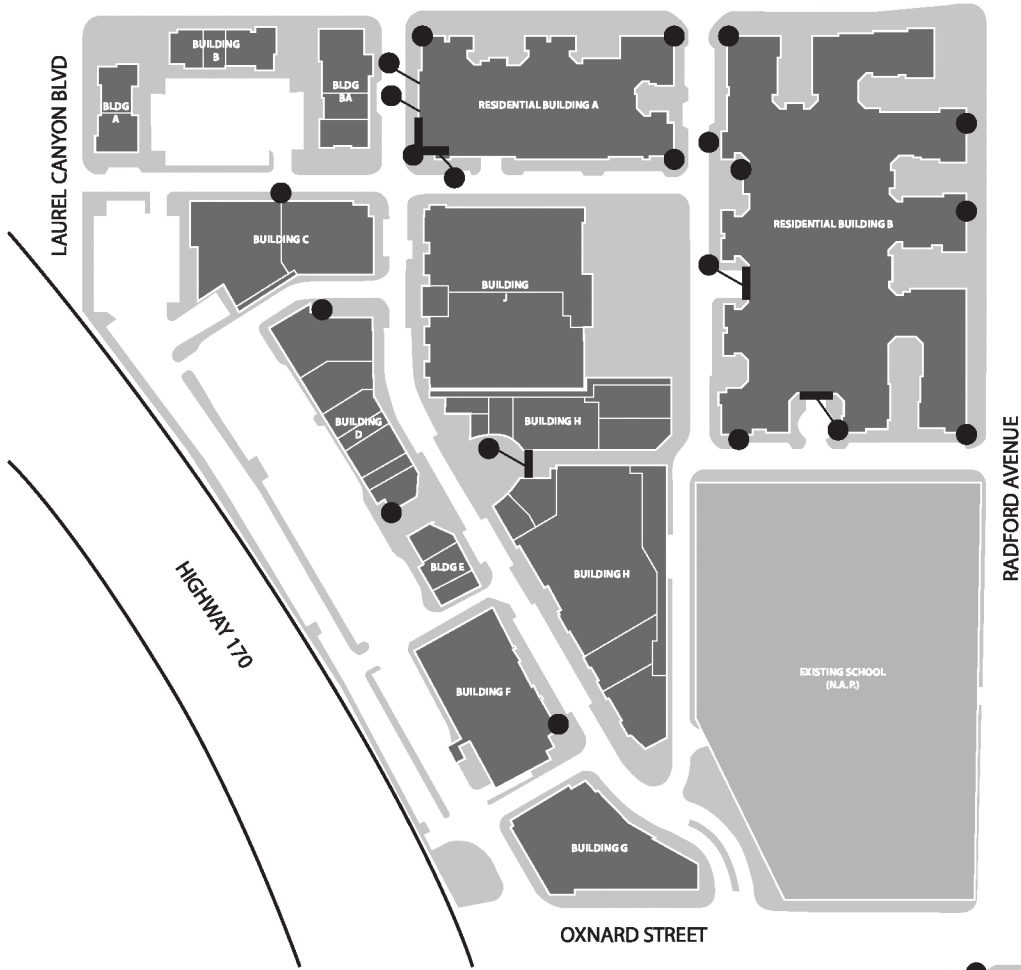
● PROJECTING SIGNS

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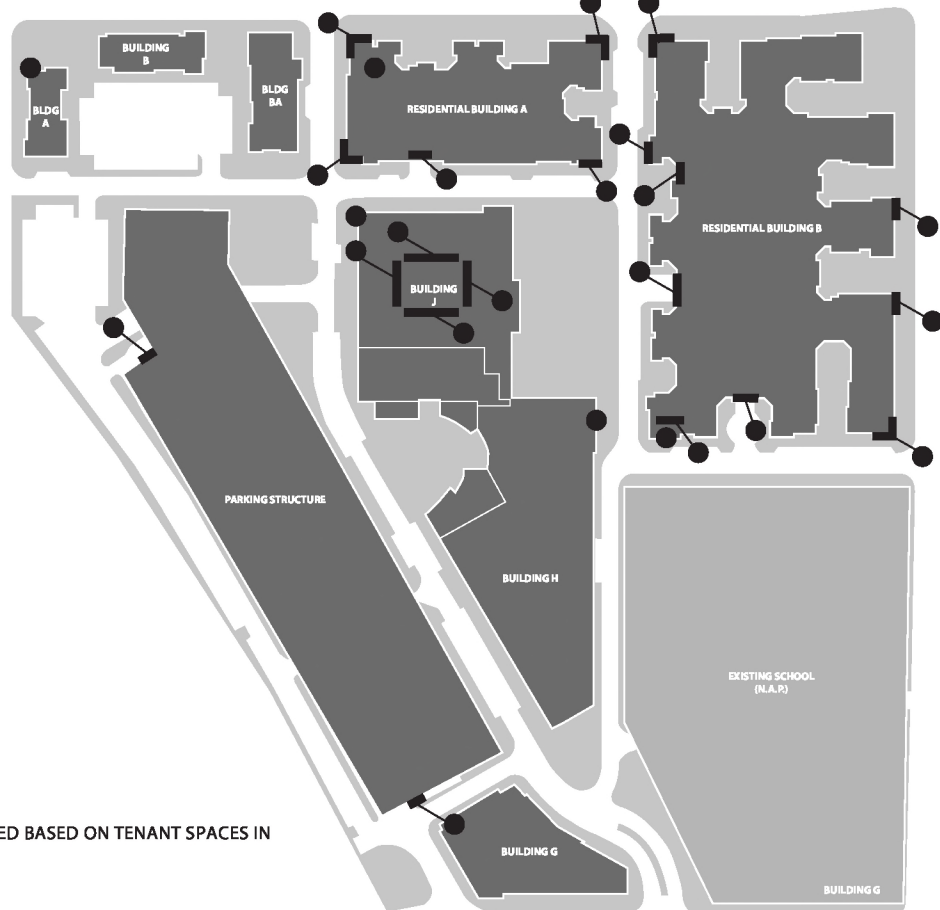
- F1** PROJECT ID BLADES
- P11** PARKING GARAGE ENTRY ID
- TT** THEATER IDENTIFICATION
- B1** TENANT BLADE - LOCATIONS TO BE DETERMINED BASED ON TENANT SPACES IN COMMERCIAL BUILDINGS A THROUGH J

* LOCATIONS APPROXIMATE

Lower Level Site Plan



Upper Level Site Plan



● WALL SIGNS

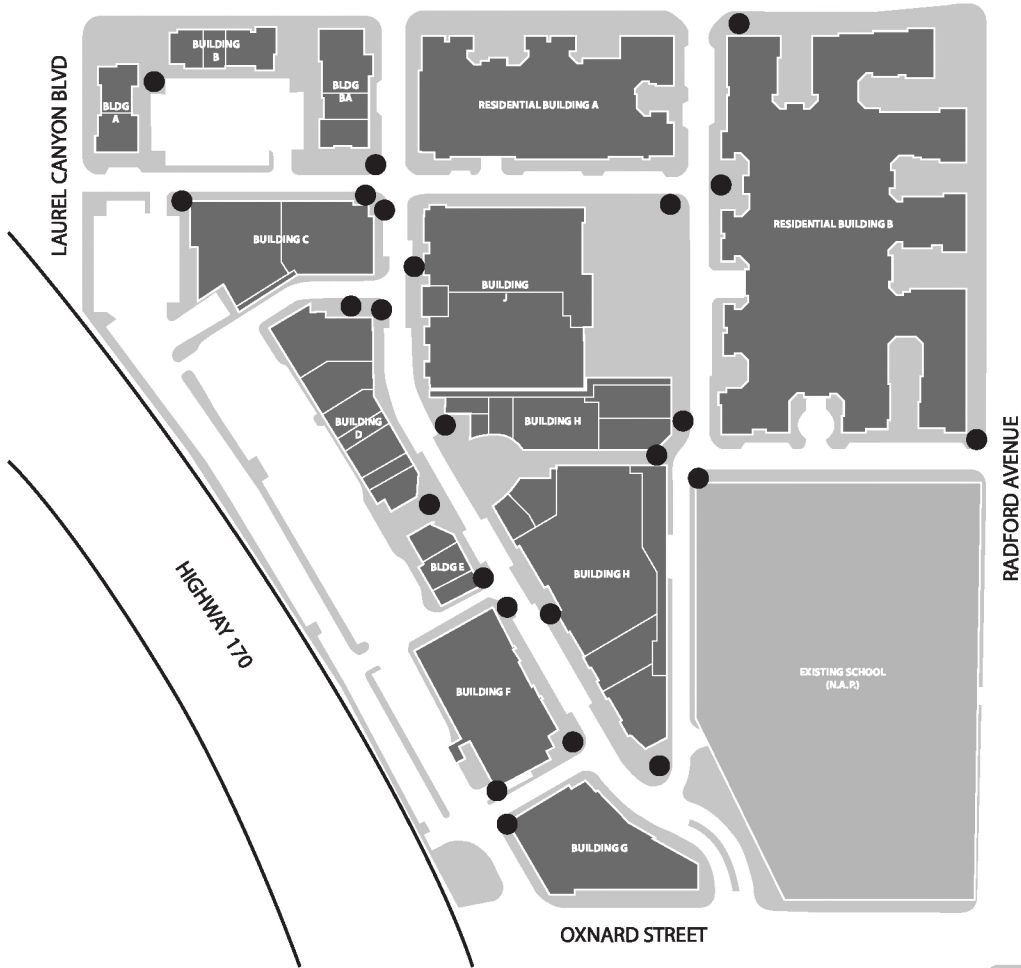
MSP INCLUDES THE FOLLOWING SIGNS:

- P2** PRIMARY PROJECT ID
- P3** PRIMARY PROJECT ID
- P4** PRIMARY PROJECT ID
- RI1** **RI2** RESIDENTIAL BUILDING ID
- OI** OFFICE BUILDING PARAPET IDENTIFICATION
- GT1** PARKING GARAGE TENANT ID
- OV** OVERHEAD WAYFINDING
- PP1** PEDESTRIAN PARKING ID
- RA** RESIDENTIAL ADDRESS
- RP** **RL** **RE** RESIDENTIAL PARKING ID, LEASING OFFICE ID, AMENITIES ID
- L1** TENANT LOGO/ICON - LOCATIONS TO BE DETERMINED BASED ON TENANT SPACES IN COMMERCIAL BUILDINGS A THROUGH J

* LOCATIONS APPROXIMATE

Lower Level Site Plan

ERWIN STREET



Upper Level Site Plan



● PEDESTRIAN PILLAR SIGNS

MSP INCLUDES THE FOLLOWING SIGNS:

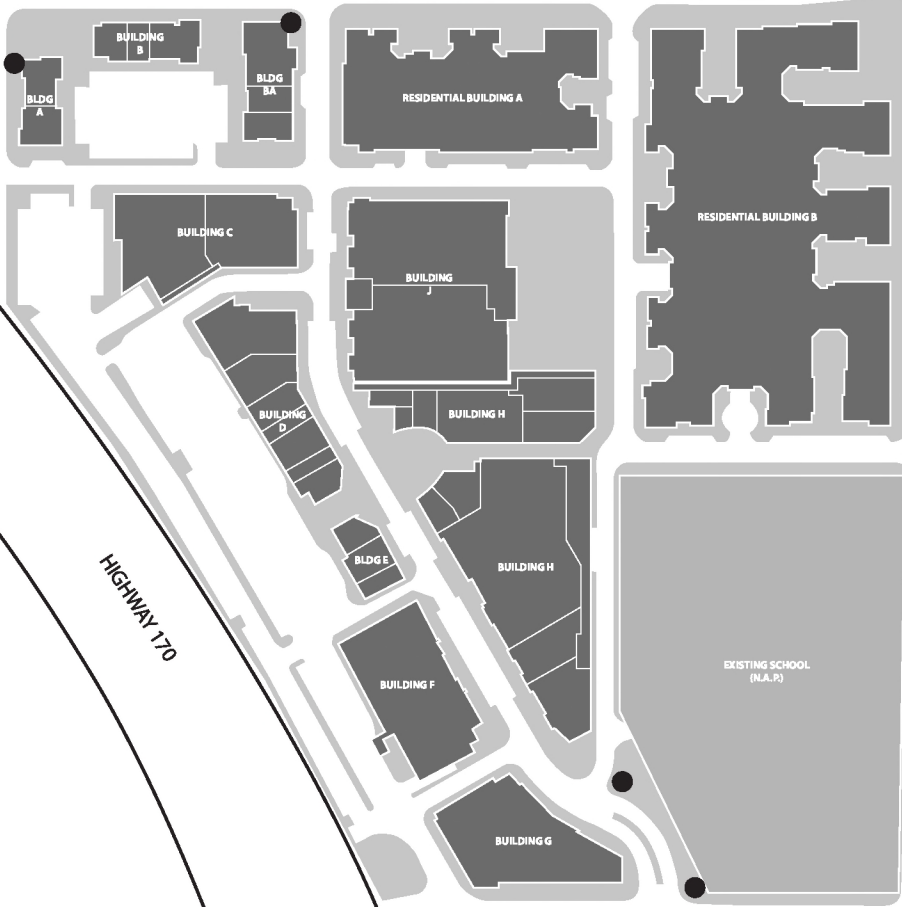
- RM1** RESIDENTIAL MONUMENT
- VW2** VEHICULAR WAYFINDING - SMALL
- PW** PEDESTRIAN WAYFINDING
- D** DIRECTORY

* LOCATIONS APPROXIMATE

Lower Level Site Plan

ERWIN STREET

LAUREL CANYON BLVD



RADFORD AVENUE

OXNARD STREET

Upper Level Site Plan



● LARGE PILLAR SIGNS

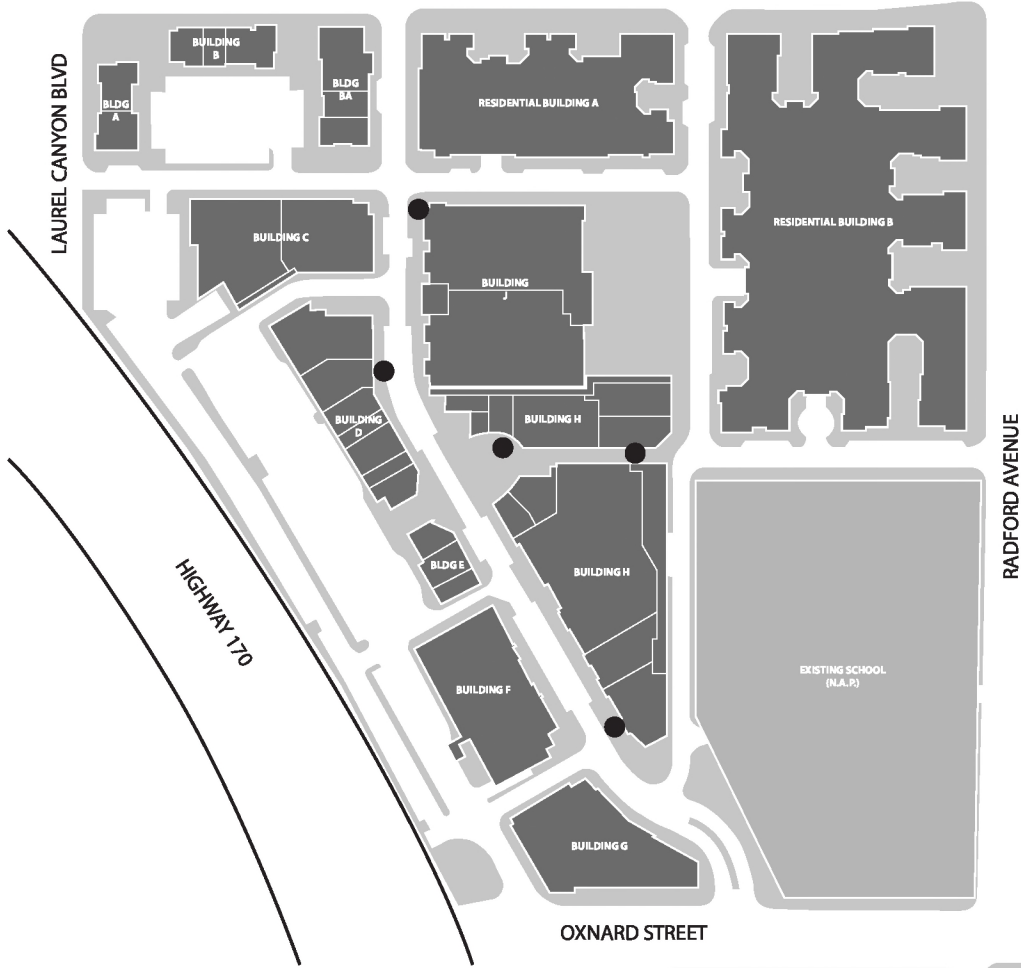
MSP INCLUDES THE FOLLOWING SIGNS:

- P1** PRIMARY PROJECT ID
- VW1** VEHICLE WAYFINDING - LARGE

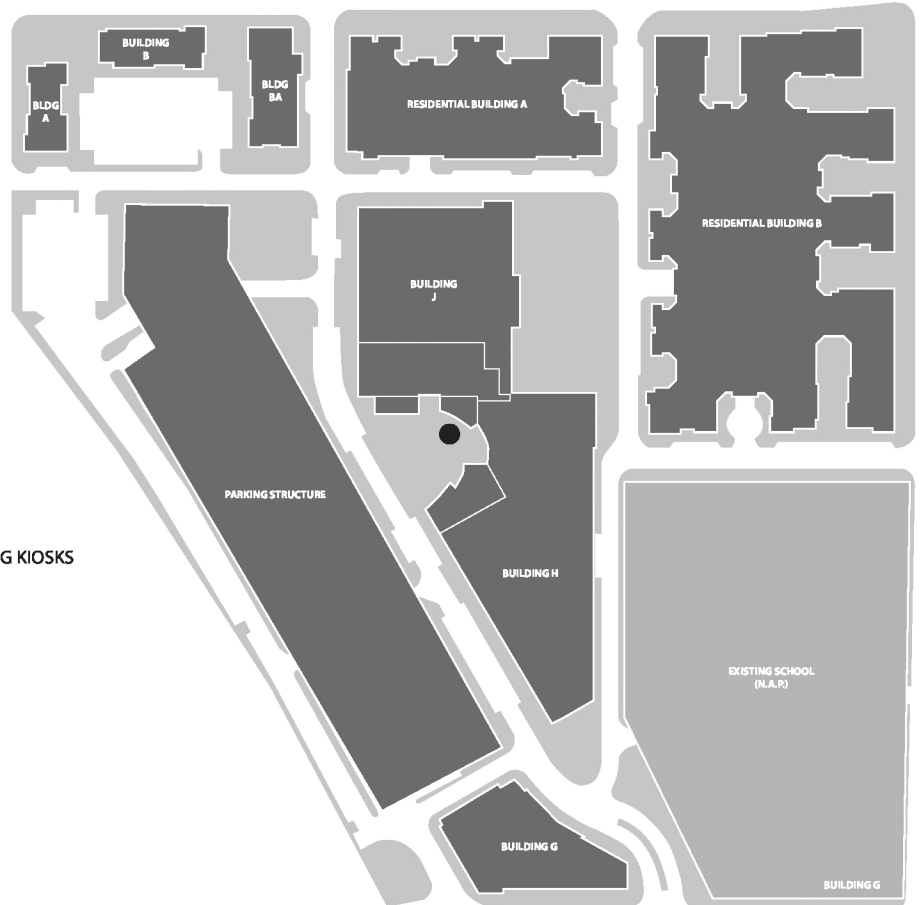
* LOCATIONS APPROXIMATE

Lower Level Site Plan

ERWIN STREET



Upper Level Site Plan



● ADVERTISING KIOSKS

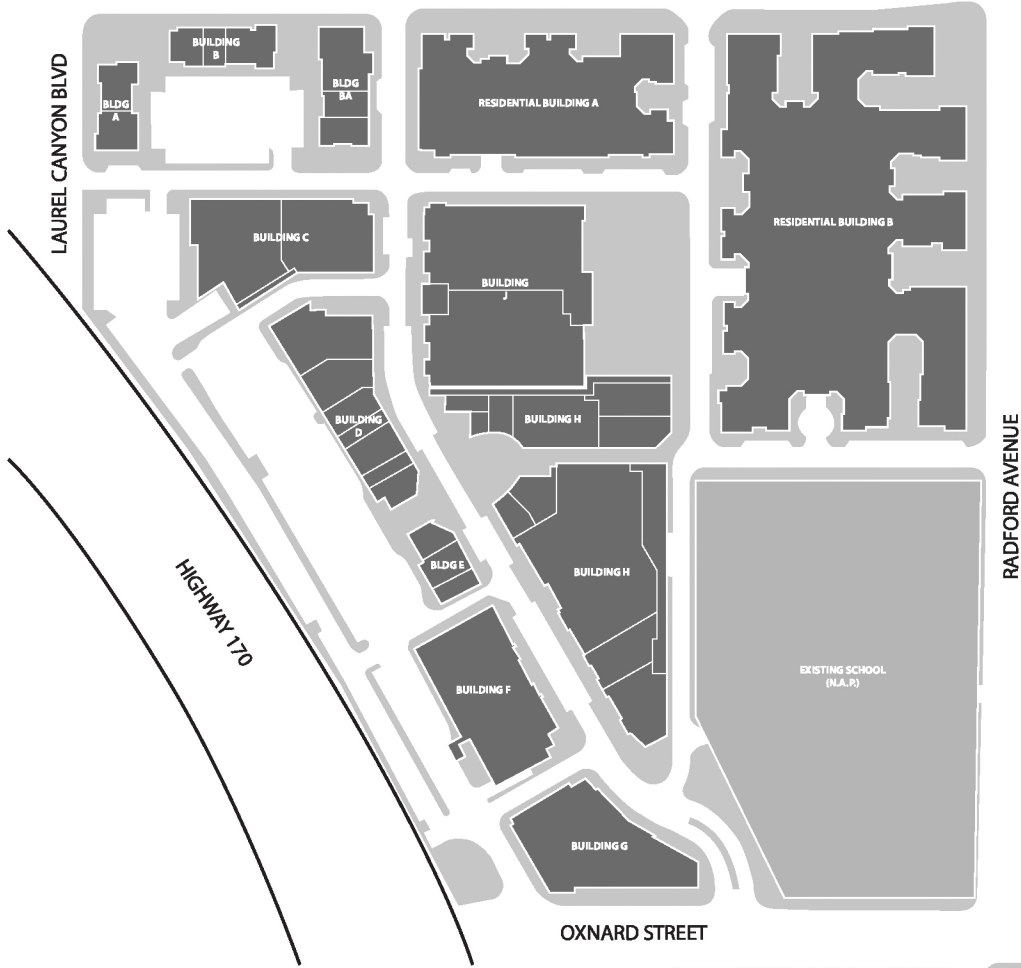
MSP INCLUDES THE FOLLOWING SIGNS:

AK AD KIOSK - LOCATIONS FOR ADDITIONAL ADVERTISING KIOSKS TO BE DETERMINED

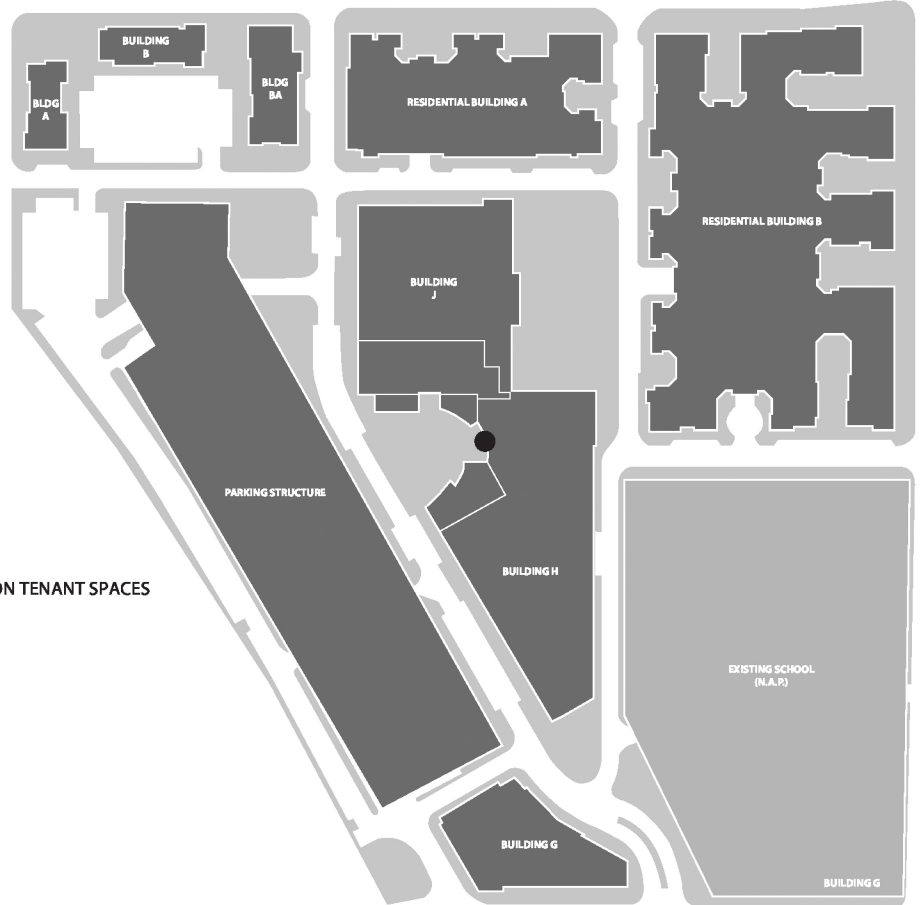
* LOCATIONS APPROXIMATE

Lower Level Site Plan

ERWIN STREET



Upper Level Site Plan



● ARCHITECTURAL LEDGE SIGNS

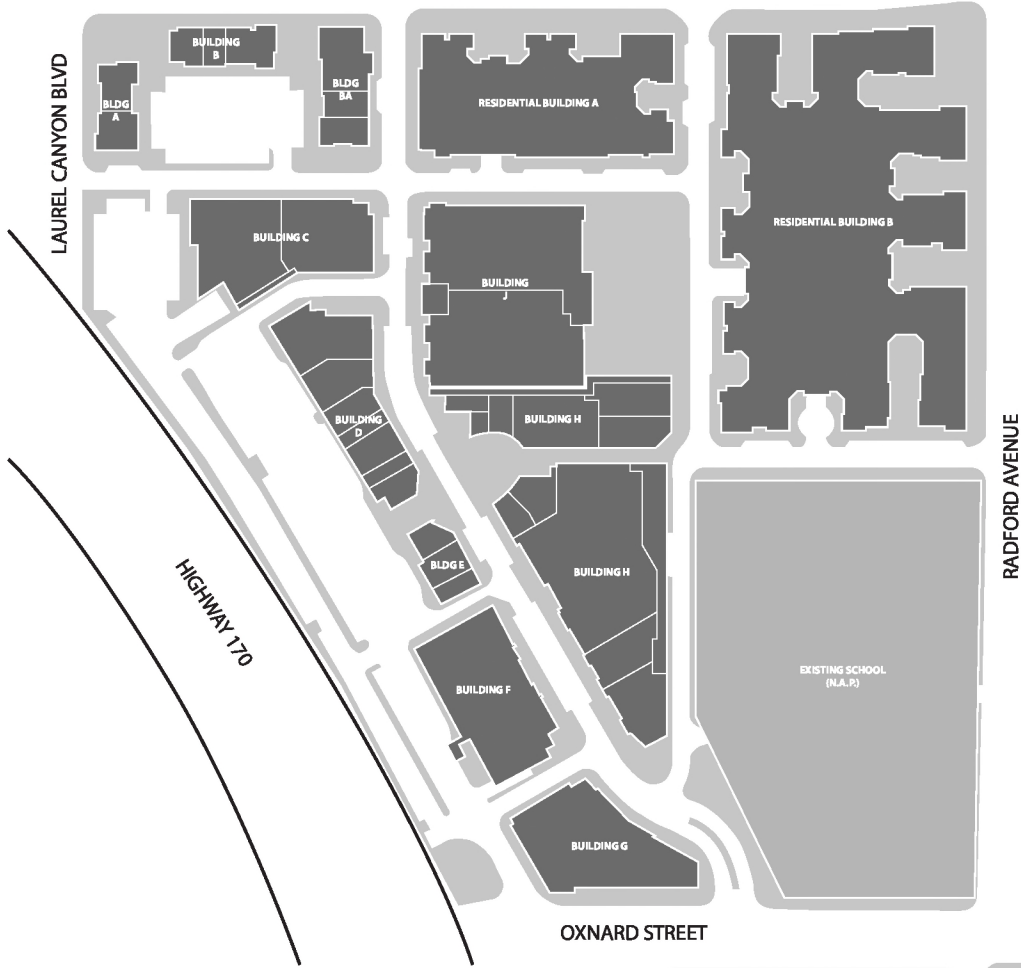
MSP INCLUDES THE FOLLOWING SIGNS:

- CC** CINEMA CANOPY LETTERS
- T1** TENANT ID - LOCATIONS TO BE DETERMINED BASED ON TENANT SPACES IN COMMERCIAL BUILDINGS A THROUGH J

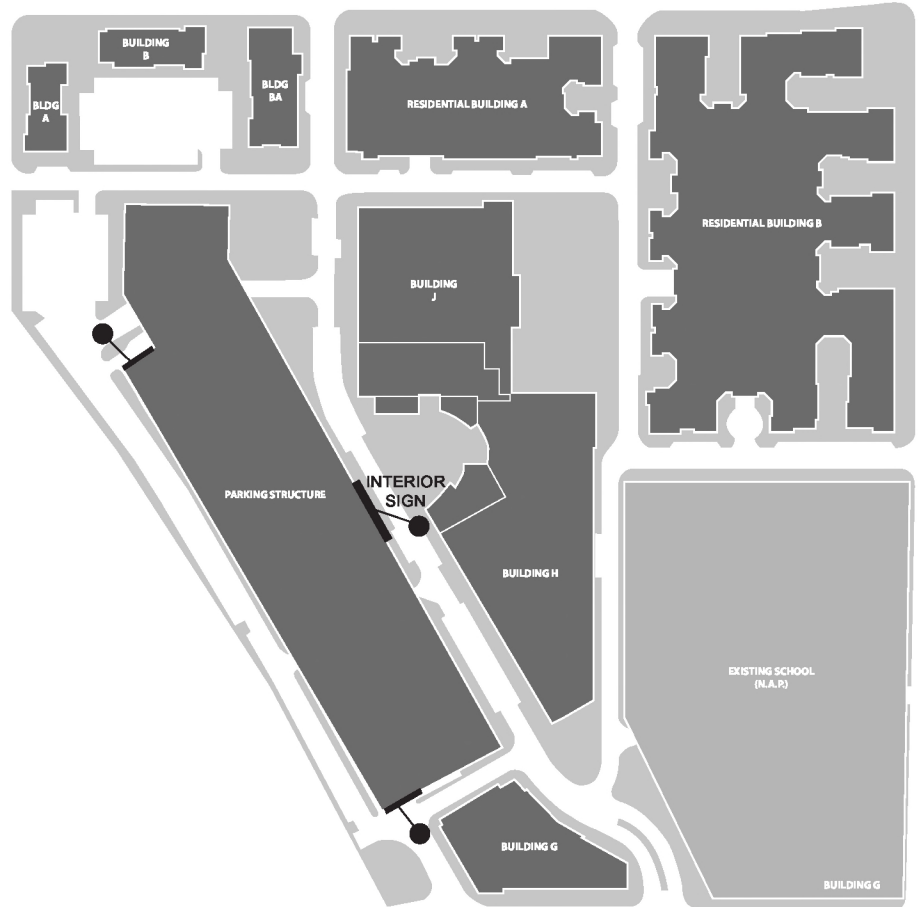
* LOCATIONS APPROXIMATE

Lower Level Site Plan

ERWIN STREET



Upper Level Site Plan



● DIGITAL DISPLAYS

MSP INCLUDES THE FOLLOWING SIGNS:

- AM1 GARAGE LED SCREEN
- AM2 INTERNAL LED SCREEN
- AM3 GARAGE LED SCREEN

* LOCATIONS APPROXIMATE

Exhibit B

