

September 13, 2019

VIA U.S. MAIL AND E-MAIL

Councilmember Marqueece Harris-Dawson, Chair
Councilmembers of the PLUM Committee
200 North Spring Street
Los Angeles, California 90012

Re: Agenda Item no. 13 (Council File No. 19-0825 and Case no. CPC-2016-4888-TDR-SN-MCUP-SPR)

Chair Harris-Dawson and Honorable Councilmembers:

This letter supplements our prior letter dated September 10, 2019 with respect to requested revisions to the draft Sign District Ordinance as originally proposed for the project located at 1001 West Olympic Boulevard that will provide up to 879 residential units, a 1,000-room hotel, and 40,000 square feet of commercial space within three towers (the "Project").

After discussions with Planning staff, we would like to modify our request for revisions to the draft Sign District Ordinance to the following: (1) Signs B and C, which were eliminated by the City Planning Commission, should be re-instated; (2) all three signs should be subject to the same Controlled Refresh Rate; and (3) the takedown provisions should be modified to match the prior staff recommendation plus an alternative sign credit methodology that would require the sign takedown provisions ultimately adopted by the City in the comprehensive Citywide Sign Regulations Ordinance update (CF No. 11-1705). With respect to sign credits, please note that the in-lieu payment methodology from the City Market project at 900-1080 South San Julian Street is specifically deleted; however, if the City ultimately adopts an in-lieu payment methodology applicable City-wide, we are requesting that this project be permitted to utilize any such methodology. The requested revisions to the Sign District Ordinance are provided in Exhibit A for your consideration. Please note that this Exhibit A supersedes the Exhibit A from our prior letter dated September 10, 2019.

We respectfully request that the City Council Planning and Land Use Management Committee incorporate these revisions into the Sign District Ordinance. We thank you for your consideration.

Very truly yours,

Francis Y. Park
of PARK & VELAYOS LLP

- cc: Ms. Luciralia Ibarra
- Mr. Shawn Kuk
- Mr. Jason McCrea
- Mr. Arthur Chang
- Mr. Simon Kaplan

Exhibit A
(Requested changes shown in strikethrough/underline)

Section 5-F

1. **Sign Credit.** A minimum of ~~ten-one~~ square ~~foot feet~~ of existing, legally permitted Off-Site Sign shall be removed for one square foot of sign area credit for an Off-Site Digital Display Sign within the Sign District.

3. **Alternative Sign Credit.** The provisions in Subsection 1 above shall apply until adoption by the City of the currently proposed Citywide Sign Regulations Ordinance update (CF No. 11-1705). After adoption, the sign credit provisions in the Citywide Sign Ordinance shall apply. In addition, to the extent that the City adopts in the future an in-lieu payment methodology for sign credits applicable Citywide, any such methodology may be utilized for purposes of satisfying the sign credit provisions of this Sign District.

Section 7-C

2. ~~Signs B and C~~ Signs B and C as shown on Conceptual Sign Drawings in Appendices B and C shall not be permitted.

Section 7-F

- 2(g) Sign Locations A, B and C
 - i. Illuminance from signs shall not exceed 0.3 footcandles above ambient illuminance.
 - ii. Signs at Locations A, B and C shall have a brightness after sunset and before sunrise of no greater than 300 candelas per square meter.

3. **Refresh Rate**
 - a. Digital Displays A, B and C ~~are~~ is subject to Controlled Refresh Rate.