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December 7, 2020

Councilmember Marqueece Harris-Dawson, Chair
Planning and Land Use Management Committee
City of Los Angeles
200 N. Spring St.
Los Angeles, CA 90012

Re: PLUM Agenda for December 8, 2020, #12: Grand Avenue: Parcel Q –
Signage Supplemental Use District

Honorable Chair and Committee Members:

On behalf of Core/Related Grand Ave Owner, LLC (“Developer”), we respectfully request your approval of the City Planning Commission’s recommendation, with the requested technical correction attached as Exhibit A, for the Signage Supplemental Use District for the Grand Avenue Project’s Parcel Q development, known as “The Grand” (the “Project”). We have worked with Planning staff in connection with the technical correction, which was recently submitted to you, and provide this supplemental correspondence with additional background on the Grand Avenue project and the attached graphics demonstrating the Project’s visionary design by Frank Gehry.

As noted in the Council’s action initiating consideration of this Sign District in the fall of 2019, the Grand Avenue Project is a transformational multi-phase development with a long history dating back to the City’s approval of its entitlements and Development Agreement in 2007. The City has participated in the Grand Avenue Joint Powers Authority since its formation, together with the County of Los Angeles and former Community Redevelopment Agency, and Councilmember Kevin de Leon has joined that Authority. The Authority approved the Sign District prior to its submittal to the City.

Project construction is underway on the Parcel Q Project, despite the current COVID-19 crisis; a recent photograph is included in the attached Exhibit B. The Project will bring immense value and community benefits to the City of Los Angeles, including 20% very low income housing units, local hiring programs and job creation, and exciting public areas and open space.

In consideration of the Project site’s unique, sloped nature, Gehry Partners and the Developer have taken great care in evaluating the needs for pedestrian and vehicular movement in and around the Project, studying signage in the surrounding downtown neighborhood, and integrating the signage into the Project’s architecture. The Signage Plan facilitates the Project’s goal of activating all sides of the Project site and promoting accessibility for patrons arriving on

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foot as well as by car. On-site signage for the Project's retail and commercial components will be integrated into the Project's architecture to ensure a uniform appearance while allowing individual retailers and other tenants to express their individual branding and presence to the Project's users. Patrons will be able to obtain information from seven digital kiosks around the Project, including the kiosk reflected in the attached technical correction. Such information will include not only shopping and dining options but also information on cultural district offerings and transit routes.

Broad community support has been received including from the Downtown Los Angeles Neighborhood Council, as well as from community organizations, cultural institutions, and businesses, including Central City Association, the Broad, the Music Center, and Major Properties.

We respectfully request your approval of the City Planning Commission recommendations with the technical correction and direction to the City Attorney to prepare the final Ordinance for form and legality as soon as possible. As noted above, the Project is under construction, and signage construction needs to be timely completed as well. The Project is also in discussions with prospective tenants; given the devastating economic effects of the current COVID-19 crisis, it is important for The Grand to ensure tenants they will have the opportunity for appropriate signage identification.

Thank you for your time and consideration and we look forward to presenting to you and responding to any questions and comments.

Very truly yours,

A handwritten signature in black ink, appearing to read "Lucinda Starrett", with a stylized flourish at the end.

Lucinda Starrett
of LATHAM & WATKINS LLP

cc: Rick Vogel
Tyler Bibbins
Lisa Gritzner
Roopika Subramanian, Esq.
David Thompson

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Exhibit A – Request for Technical Correction

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December 3, 2020

BY EMAIL

Luci Ibarra
Milena Zasadzien
Kathleen King
Rey Fukuda
Los Angeles City Planning Department
200 N. Spring St.
Los Angeles, CA 90012

Re: PLUM Agenda December 8, 2020; Grand Avenue Signage Supplemental Use District (Council File 20-1502) – Updated Signage Plan Exhibit

Ladies and Gentlemen:

On behalf of CORE/Related Grand Ave Owner, LLC, the Project Applicant, we have submitted to City Planning staff an updated signage plan exhibit consistent with the City Planning Commission's determination letter, including one technical correction. As you directed, we are also submitting this to the PLUM committee so it can be considered with the item at the upcoming hearing on December 8, 2020; attached as Exhibit A are two pages showing the technical correction.

Consistent with the Commission's determination, the updated signage plan exhibit has removed the signage which was not approved by the Commission, such as the large scale graphics on Olive Street and the two-sided large scale digital display that had been proposed at the intersection of Olive and First Streets. In addition, the updated signage plan exhibit has corrected the number of digital advertising kiosks from six to seven to reflect the inclusion of the interior kiosks on the valet/Porte Cochere Level.

The Commission made clear at their hearing that they were not opposed to the interior signage on the valet level, which is not visible from the street. The exhibit prepared for the hearing identified the kiosk nearest the entrance, based on prior discussions with staff about identifying signage within a certain distance from the street, but that distance approach was not included in the proposed ordinance. Accordingly, the exhibit has now been updated to identify the additional interior kiosk not visible from the entrance, so that the intent of the Commission that the ordinance address all digital signage is fulfilled. The corresponding technical correction for the ordinance is for it to update the number of digital advertising kiosks from six to seven. We have enclosed an excerpted page of the updated signage plan exhibit identifying the

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additional interior kiosk and an excerpted page of the ordinance with the corresponding technical correction.

We appreciate your consideration and would be happy to respond to any questions or comments.

Very truly yours,

A handwritten signature in black ink, appearing to read "Cindy Starrett", with a long horizontal flourish extending to the right.

Cindy Starrett,
of LATHAM & WATKINS LLP

cc:

PLUM Committee Clerk
Kevin Keller
Lisa Webber
Rick Vogel
Tensho Takemori
Lisa Gritzner
Roopika Subramanian
David Thompson

EXHIBIT A

3. **Design.**

- a. Within 50 vertical feet of the top of parapet of Tower 2, Wall Signs are encouraged to meet the following guidelines:
 - i. The use of symbols or logos, rather than names or words, is encouraged.
 - ii. Wall Signs should be integrated into the architectural design of the building.
 - iii. Wall Signs should be designed to be easily changed over time, in order to accommodate new tenants.
 - iv. Wall signs should be designed to preserve outward views.
 - v. Nighttime lighting of Identification Signs, as well as of distinctive building tops, is encouraged and the two should be integrated. Lighting of Identification Signs should include backlighting that creates a “halo” around the Wall Sign. Backlighting may be combined with other types of lighting.

4. **On-Site and Off-Site Signs.** Wall Signs shall be On-Site Signs and shall not be Off-Site Signs, with an exception to allow for one Off-Site Wall Sign to be located on the Valet Parking area on Level L-3 (Porte Cochere), for a maximum of 420 square feet in sign area.

E. Advertising Kiosks. Advertising Kiosks with digital faces shall not be considered Digital Displays.

1. **Sign Area.** Each individual Advertising Kiosk shall not exceed 80 square feet in area, including a maximum of 40 square feet in area per sign face, with the exception of one Advertising Kiosk, which shall not exceed 100 square feet in area, including a maximum of 50 square feet in area per sign face.
2. **Height.** Advertising Kiosks shall not exceed a maximum of 13 feet in height from grade or finished floor level.
3. **Location.** A maximum of ~~six~~seven Advertising Kiosks with digital faces shall be permitted and a maximum of 12 Advertising Kiosks with no digital faces shall also be permitted.
4. **Illumination and Operation.** Advertising Kiosks shall be internally illuminated.
5. **Refresh Rate and Operation.** A maximum of ~~six~~seven Advertising Kiosks may incorporate digital faces. Any digital faces shall be subject to the Non-Controlled Refresh Rate. Digital faces shall operate only between the hours of 6:00 a.m. and 2:00 a.m.
6. **On-Site and Off-Site Signs.** Advertising Kiosks may be On-Site and/or Off-Site Signs.

Sign Location Plan

Level 3 (Porte Cochere)

PLAN LEGEND

Sign district boundary & Property line

Sign Types

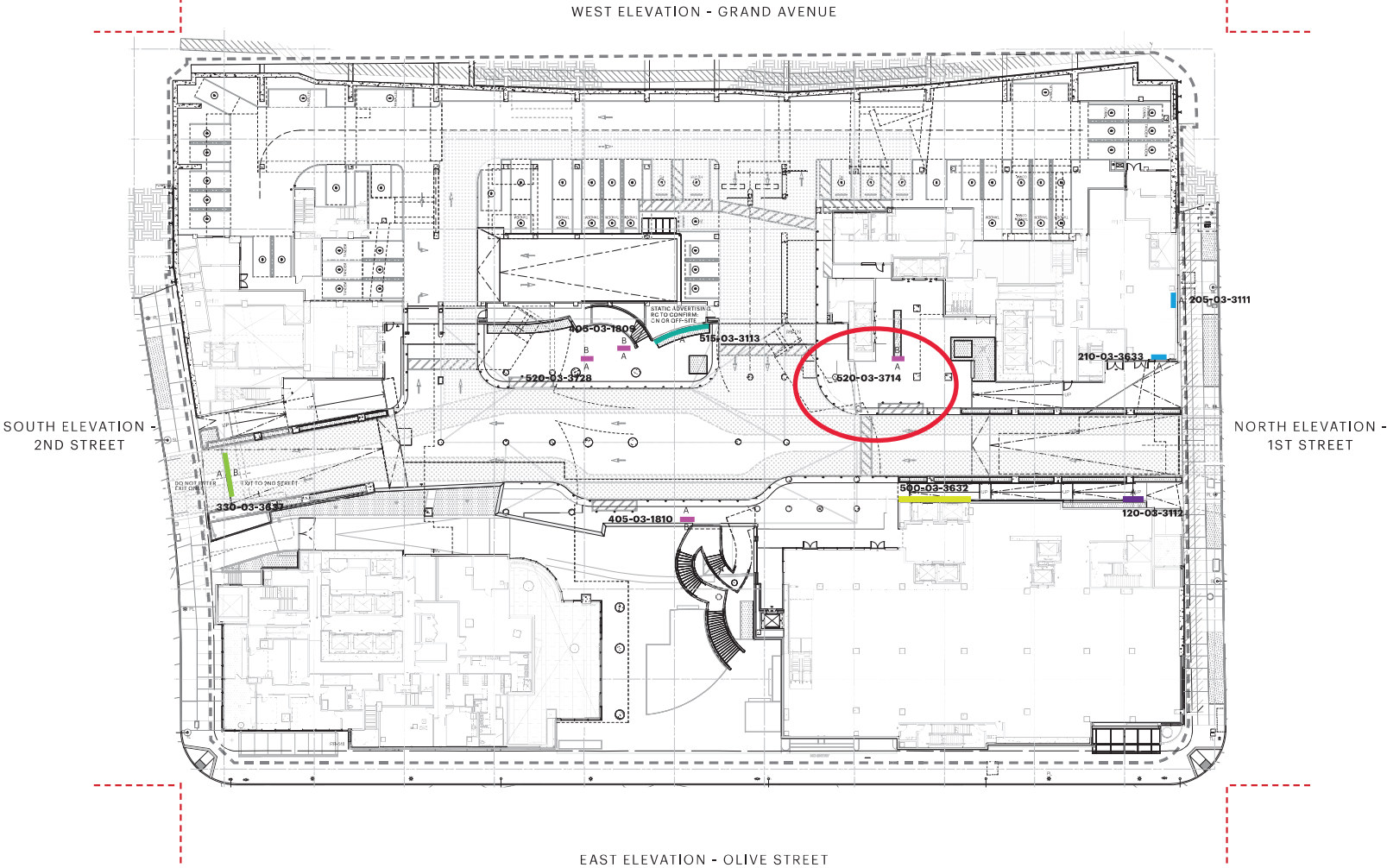
- Projecting Signs
- Large-Scale Wall Signs
- Digital Displays
- Advertising Kiosks
- Project Identification
- Tenant Identification
- Information

Sign Tags

Sign Position & Message Sides

(side) A (side) B

Sign Type
Level
Location No



THE LOCATION OF ALL SIGNS IS DIAGRAMMATIC AND ONLY SERVES AS EXAMPLE OF POSSIBLE LOCATIONS OF THE SIGNS.



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Exhibit B – Project Renderings and Photographs



100 S Grand
CPC-2020-1931-SN, ENV-2020-1935-EIR-ADD



100 S Grand
CPC-2020-1931-SN, ENV-2020-1935-EIR-ADD

Project Location
View of the Project
looking North

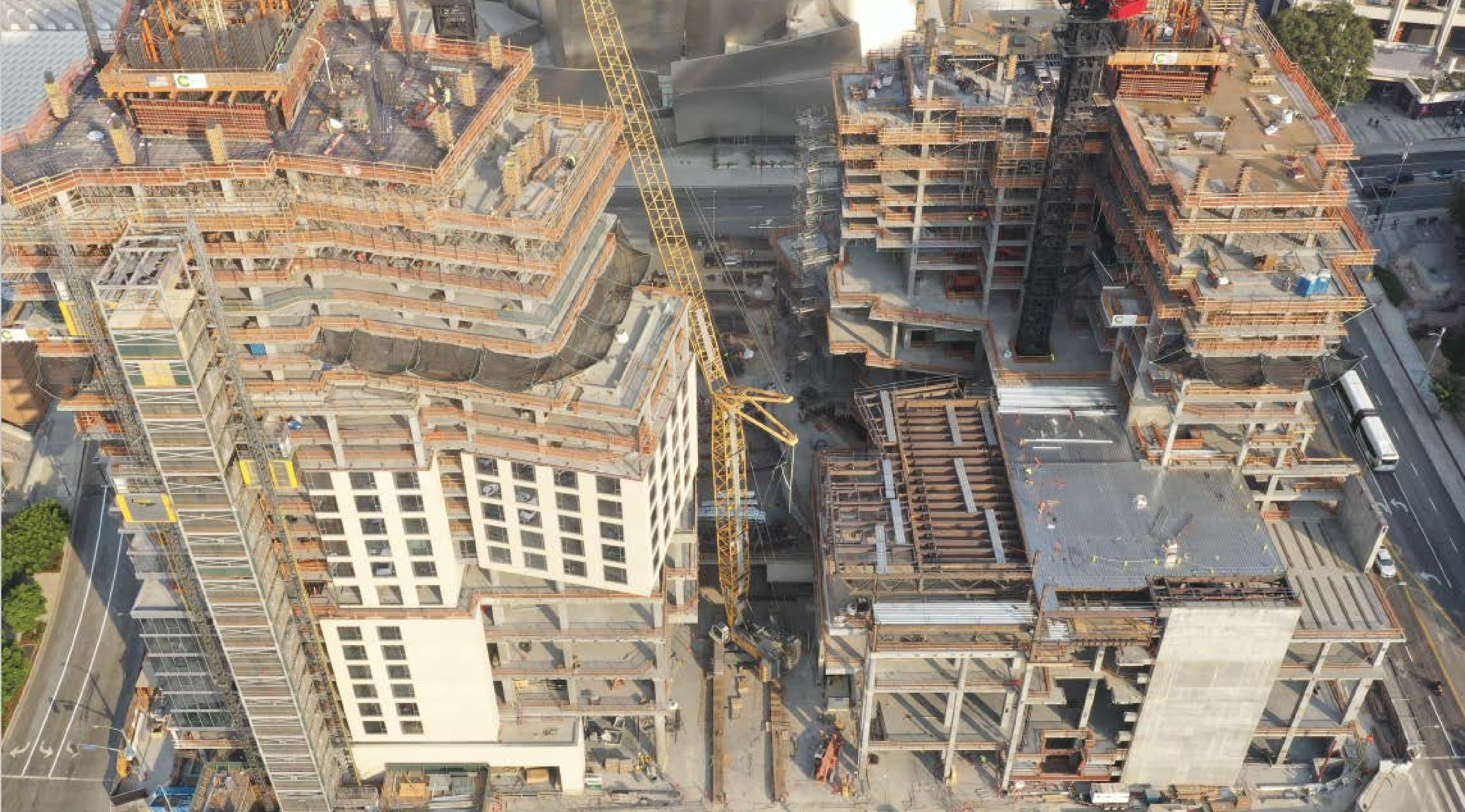


Program

- 436 Residential Units
 - 113 Ultra-Premium Units
 - 234 Luxury Units
 - 89 Affordable Rate Units (20%) for Very Low Income
- 309 Key Equinox Hotel
- 176,000 sf of Retail (GLA)
- 1,063 Parking Spaces
- Vibrant Public Plaza
- Extensive Community Benefits

100 S Grand
CPC-2020-1931-SN, ENV-2020-1935-EIR-ADD

Project Description



100 S Grand
CPC-2020-1931-SN, ENV-2020-1935-EIR-ADD

Project Status



- \$57 M investment in Grand Park
- 89 units of Affordable Housing representing (20%) of all units
 - 100% below 50% AMI
 - 15% below 40% AMI
 - In addition to 55 affordable rate units at the Emerson
- Public Plaza with Landscaping and Public Art (24/7 access)
- Neutrality Agreement
- Project Labor Agreement
- Prevailing Wage/Living Wage and MBE/WBE participation

100 S Grand
CPC-2020-1931-SN, ENV-2020-1935-EIR-ADD

Community Benefits



- Work Force Development
 - 30% Local Hires
 - 10% At Risk Individuals
 - \$100,000 contribution to the CRA for Job Training
- Inclusive and Affordable Retail
 - Wide range of pricing
 - \$10.00 lunch
- Retail Space to Promote Local
 - 10,000 sf local tenants
 - 2,000 sf Made in LA
- City Approved Public Art Program
- Sales Tax Origin – City of LA designated as point of sale

100 S Grand
CPC-2020-1931-SN, ENV-2020-1935-EIR-ADD

Community Benefits

\$1.3 billion in one time total economic output and \$300 million annual

\$397 million in revenue to City General Fund over 25 years

\$68 million in revenue to County General Fund over 25 years

8,310 jobs in one time total impact and 3,280 annual reoccurring





100 S Grand
CPC-2020-1931-SN, ENV-2020-1935-EIR-ADD

Project Design
with Integrated Signage



100 S Grand
CPC-2020-1931-SN, ENV-2020-1935-EIR-ADD

Project Design
with Integrated Signage
Grand Avenue



100 S Grand
CPC-2020-1931-SN, ENV-2020-1935-EIR-ADD

Project Design
with Integrated Signage
Urban Room



100 S Grand
CPC-2020-1931-SN, ENV-2020-1935-EIR-ADD