

Communication from Public

Name: Cindy Starrett
Date Submitted: 12/03/2020 04:24 PM
Council File No: 20-1502
Comments for Public Posting: Please see the attached letter.

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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

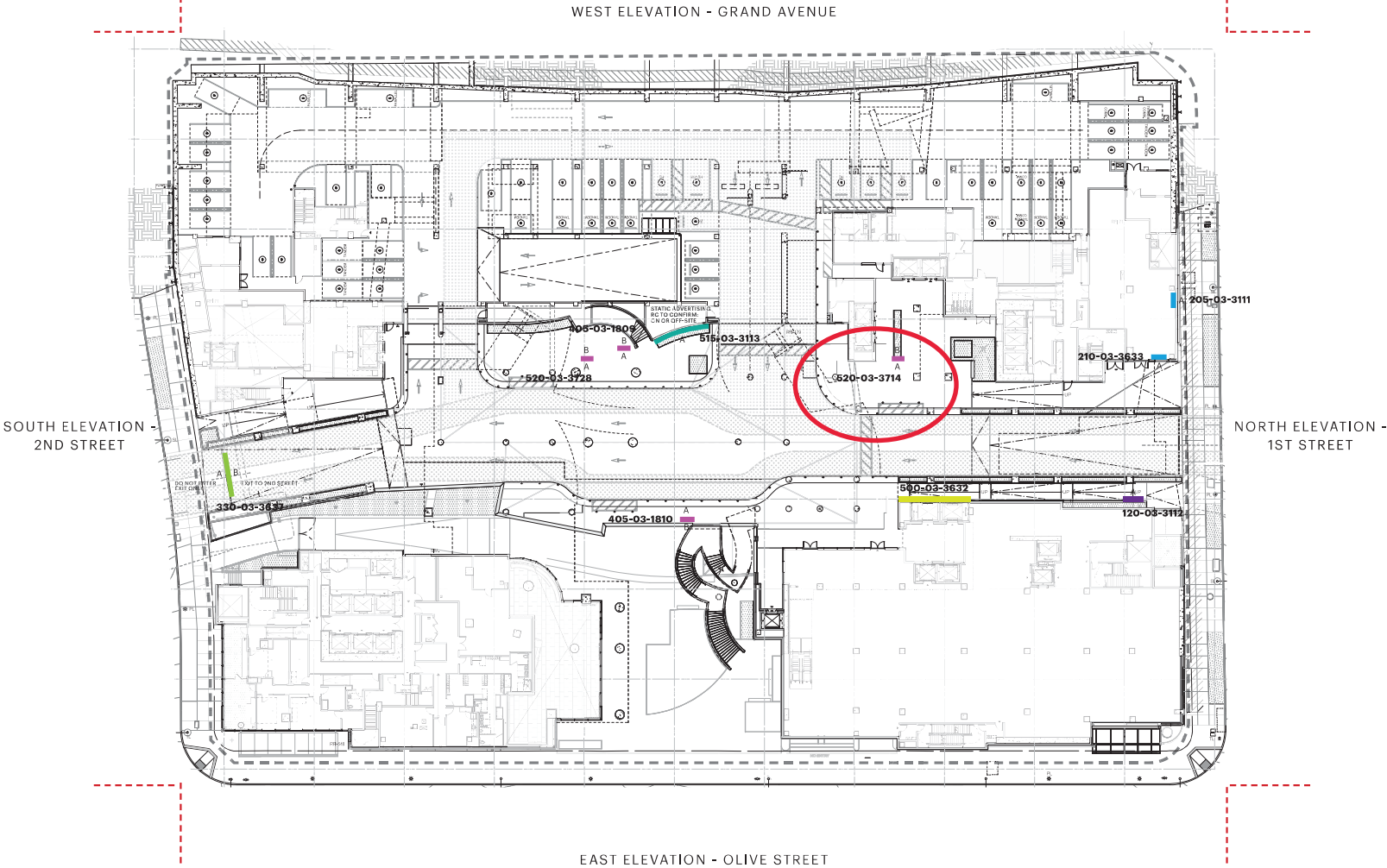
- Projecting Signs
- Large-Scale Wall Signs
- Digital Displays
- Advertising Kiosks
- Project Identification
- Tenant Identification
- Information

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.

