

Thank you for sending us the language of the motion that will be presented at the full board meeting on June 9. Based on our discussion during the presentation to PLUC, we are all aligned on the idea of limiting street facing digital, off-site signage to the digital signage as presented by us to PLUC. However, we are concerned that your proposed motion language could be misinterpreted to suggest that PLUC supports limiting necessary commercial on-site signage, such as tenant signage and building identity signage.

Accordingly, we are proposing the following changes to make it clear that the street facing digital, off-site signage is limited to those digital signs shown in our signage plan as presented to PLUC and to clarify that the cultural signs must be used for non-profit organizations, thereby omitting “non-commercial” as someone could misinterpret a picture of the LA Phil as being commercial in nature while being acceptable to DLANC. We believe these revisions are consistent with PLUC’s discussion at last week’s committee meeting.

MOTION: “ The Planning and Land Use Committee recommends that DLANC submit a letter of support for the Applicant’s request in Planning Case No. CPC-2020-1931-SN, ENV-2020-1935-EIR. Support is conditioned on the following: (a) digital displays for off-site commercial advertising on the building’s **public** street-facing elevations are limited to two signs on the northeast corner of the building facing 1st and Olive streets, depicted as “LA Phil” signs in image 14 of the presentation submitted to the PLUC committee; (b) any additional signage **denoted as “cultural venue signage”** on the **public** street-facing elevations to be limited to ~~non-~~**commercial, non-profit organizations’** signage. These requested restrictions only apply to the building exterior, **public** street-facing elevations and do not apply to the following: digital wayfinding signage or kiosks within the building or on **the building’s** ~~non-~~**public** street facing elevations, and off-site signage.”

We would be happy to talk with you or any of your PLUC members to work through our suggested changes to be sure that they are acceptable. Accordingly, please let us know if you would like to schedule a time to discuss further.