



www.dlanc.org
P.O. Box #13096
Los Angeles, CA 90013-0096

July 14, 2020

Los Angeles Department of City Planning
City Planning Commission
200 North Spring Street
Los Angeles, California 90012

RE: **Planning Case No:** CPC-2020-1931-SN; ENV-2020-1935-EIR
Project Address: 100 S. Grand Ave – Sign District for The Grand
Applicant: Cindy Starrett, Latham & Watkins (on behalf of CORE/Related Grand Ave Owner, LLC)

Project Description: The proposed establishment of a Supplemental Use Signage District, consistent with the Project’s Sign Plan, pursuant to the City Council’s November 26, 2019 Motion initiating a legislative action, as authorized by LAMC Sections 12.32 C.2 and 13.11, in conjunction with the under construction Grand Avenue Project, a multi-phase, mixed-use development covering multiple parcels and Grand Park – the current request pertains to Parcel Q, an approximately 1.6 million square foot mixed-use development including approximately 176,000 s.f. of leasable retail area, 436 residential units - 89 of which will be affordable (85% below 50% of AMI & 15% below 40% of AMI), and 309 hotel rooms.

Dear City Planning Commission:

At our regularly held public meeting on July 14, 2020, the Board of Directors of the Downtown Los Angeles Neighborhood Council (“DLANC”) voted to support the below request, pursuant to the motion passed on June 16, 2020, by DLANC’s Planning & Land Use Committee (“PLUC”).

DLANC supports the Applicant’s requests in Planning Case No.CPC-2020-1931-SN and associated ENV-2020-1935-EIR. DLANC support is conditioned on Applicant agreeing to the following stipulations below for the project.

In DLANC’s view, the information presented provides adequate justification for granting Applicant’s requests. *Subject to the condition set forth below* and any additional conditions recommended by the LAPD or City Council, DLANC encourages the Los Angeles Department of City Planning to approve the Applicant’s project.

CONDITION 1: 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.

CONDITION 2: Any additional signage denoted as “cultural venue signage” on the public street-facing elevations to be limited to 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.

If possible, please provide a digital copy of your decision letter by mail to planning@dlanc.com instead of sending a hard copy. Thank you in advance for your consideration of the comments presented in this Letter.

Very truly yours,

Very truly yours,

*** SUBJECT TO APPROVAL BY DLANC BOARD OF DIRECTORS ON JULY 14, 2020***

Patricia Berman
DLANC President

Beverly Christiansen / Ryan Afari
DLANC Planning & Land Use Committee Chairs

CC: Joella Hopkins (Council District 14) (via email)
Sgt. Rogelio De La Cruz (Los Angeles Police Department) (via email)

DLANC

DOWNTOWN LOS ANGELES NEIGHBORHOOD COUNCIL

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