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October 13

Los Angeles Department of City Planning
Office of Zoning Administration, 7th Floor
200 North Spring Street
Los Angeles, California 90012

VIA EMAIL

RE: Planning Case No: DIR-2026-4146-SPPC / ENV-2026-4147-EAF
Project Address: 1200 Wilshire Blvd, Los Angeles, CA 90017
Applicant: Signtech Electrical Advertising, Inc. [Company: Wells Fargo]

Project Description: Specific Plan Project Permit Compliance under the Central City West Specific Plan for the replacement of existing building signage with updated corporate branding.

Dear Zoning Administrator:

At our regular public meeting on October 13, 2026, the Board of Directors of the Downtown Los Angeles Neighborhood Council ("DLANC") voted to support the below request.

Motion / Recommendation of the Committee

The Planning and Land Use Committee (PLUC) recommends a YES vote to issue a Letter of Support / Community Impact Statement in favor of Specific Plan Project Permit Compliance for Case Number DIR-2026-4146-SPPC.

Committee Action: Approved at the PLUC Special Meeting on September 22, 2026.

Summary

At its meeting on September 22, 2026, the Planning and Land Use Committee (PLUC) reviewed the application submitted by Signtech Electrical Advertising, Inc. on behalf of Wells Fargo regarding 1200 Wilshire Blvd (Case No. DIR-2026-4146-SPPC).

The applicant requests Specific Plan Project Permit Compliance under the Central City West Specific Plan for the replacement of existing building signage with updated corporate branding.

Scope of Work

- **Total Signage Count:** Installation of five (5) new signs replacing five (5) existing permitted signs (originally permitted under Permit # 97048-10000-00506 and updated under Permit # 13048-20000-01244).
- **Sign Details:**
    - **E01 (Bracket Mount):** One (1) set of face-lit and back-lit custom channel letters on an existing bracket (16" letter height, 40.9 sq ft).
    - **E02–E05 (Wall Signs):** Four (4) sets of face-lit/edge-lit channel letters (24" letter height, 43 sq ft each).
- **Overall Square Footage Reduction:** Total sign area is being reduced from 219 sq ft to 212.9 sq ft, conforming to the 375 sq ft maximum allowed sign area under the building frontage regulations.

Findings & Community Benefits

1. **Enhancement of Built Environment:** The proposed signage replaces aging signage with modern, high-quality, energy-efficient LED channel lettering, updating the aesthetic appearance of the building facade while maintaining scale and visual alignment with the surrounding commercial corridor.
2. **Compatibility & Neighborhood Context:** The dimensions and locations remain identical to or smaller than existing permitted signage (e.g., overall area reduced by ~6.1 sq ft), ensuring full compatibility with adjacent properties and the Central City West district.
3. **Specific Plan & Code Conformance:** The project substantially complies with the General Plan, Central City West Specific Plan, and City of Los Angeles Municipal Code building and safety standards.

Conclusion

The proposed signage replacement represents a practical aesthetic upgrade that reduces total sign area and adheres to all applicable specific plan guidelines. The PLUC urges the DLANC Board of Directors to adopt this position and submit a Letter of Support for Specific Plan Project Permit Compliance.

Sincerely,

*** SUBJECT TO APPROVAL BY DLANC BOARD OF DIRECTORS ON OCTOBER 13 2026***

Jens Midthun
President,

Andrew Wong, AIA
Chair,

Cc: Kevin Ocubillo, Council District 14 (via email)
Lt. Andy Mathes, LAPD Central Division (via email)