

 <p>DLANC Downtown Los Angeles Neighborhood Council</p> <p>www.dlanc.com P.O. Box# 13096 Los Angeles, CA 90013-0096</p>	 <p>lacity.org</p>	<p>Patti Berman, President J. Russell Brown, VP Administration Anastasia Johnson, VP Outreach & Communication Scott Bytof, Treasurer Tina Pellegrino, Secretary</p> <p>PHONE # 678-65 DLANC</p>
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July 9, 2013

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

RE: Planning Case #: DIR-2013-1199-SPPA
Project Address: 707 W. Wilshire Blvd.
Applicant: 707 Wilshire Fee, LLC

Dear Zoning Administrator:

At our regularly held public meeting on July 9, 2013, the Board of Directors of the Downtown Los Angeles Neighborhood Council (“DLANC”) voted to support the above request, pursuant to the motion passed on June 18, 2013, by DLANC’s Planning & Land Use Committee (“PLUC”).

DLANC supports the applicant’s request for two new wall signs on the 42nd floor of the high rise office building with these conditions:

- The wall signs comply with provisions of the Zoning Code and Building Code regarding type, size, material, and other regulations defined for ‘Wall Signs’.
- Restrict the installation of such signs to non-habitable floors only.
- All future applications of similar requests be approved through discretionary approvals process to avoid proliferation and improper placement of signs for all high rise buildings within DLANC boundaries.

In DLANC’s view, the information presented provides adequate justification for granting the requested approvals, subject to any additional conditions recommended by City Agencies and City Council Office. DLANC fully supports the applicant’s request and encourages the city to approve.

If possible, please provide a digital copy of the decision letter by email to planning@dlanc.com instead of sending a hard copy. Thank you for consideration of these comments.

DRAFT LETTER FOR DLANC BOARD REVIEW

Very truly yours,



Very truly yours,



Patricia Berman
DLANC President

Simon Ha, AIA, LEED AP
DLANC Planning & Land Use Committee Co-Chair

CC: Tanner Blackman (Council District 14)
Monique Acosta (LADCP)
Darlene Kuba (Kuba & Associates)