

Communication from Public

Name: Matthew Weisberg

Date Submitted: 06/07/2020 08:39 PM

Council File No: 20-0339

Comments for Public Posting: Please see the attached letter from the applicant.



Tribune Real Estate

June 4, 2020

Planning and Land Use Management Committee
Los Angeles City Council
200 Spring Street, Room 340
Los Angeles, CA 90012
Attn: clerk.plumcommittee@lacity.org

Re: 222 West 2nd Project (Council File 20-0339)

Dear Chair Harris-Dawson and Committee Members:

In advance of the PLUM Committee's consideration, Tribune Real Estate Holdings is pleased to introduce 222 West 2nd, our proposed transit oriented development at the site of Metro's future Historic Broadway subway station.

The project, located on a former surface parking lot owned by Tribune, is the product of years of design, planning, and collaboration with Metro. The project will provide 680 residential units (45 of which will be Workforce Housing), 10,000 square feet of ground floor retail, and a redesigned paseo that will serve as a pedestrian pathway to Metro's portal and a quieter shady space for relaxation.

On February 13, 2020, the City Planning Commission voted unanimously to approve the project. No appeals have been filed. The Commission recommended that the City Council approve a Vesting Zone Change to delete Q Condition No. 7 of the Broadway CDO, which limits the lot coverage of portions of buildings over 150 feet in height to between 30 to 40 percent of the lot. While the Commission recommended removal of that condition for the project site, the Commission added Q Condition No. 17 to the proposed Zone Change Ordinance. That condition would prohibit various sign types on the project site even though this exact condition was deleted from all properties in the Broadway CDO when the City Council adopted the Broadway Sign District (Ord. No 184,055.)

While Tribune is willing to accept the majority of the sign prohibitions in proposed Q Condition No. 17, as most of the prohibitions are consistent with regulations in the Broadway Sign District, we respectfully request that the City Council delete that condition's prohibition on temporary signs (Q Condition 17.f.), as temporary signs are expressly allowed by the Broadway Sign District.

We ask that the project be treated like other properties in the Broadway Sign District, as temporary signage will be an important means of communication for leasing up a new building with 680 units and 10,000 square feet of retail space. The project's signage will fully comply with the regulations in the Broadway Sign District.

We look forward to presenting our project to you soon.

Respectfully,

Matthew Weisberg

cc: Shawn Kuk, Council District 14
Kristen Gordon, Council District 8