

Communication from Public

Name: Winston Stromberg
Date Submitted: 08/17/2020 12:21 PM
Council File No: 20-0339
Comments for Public Posting: Dear Honorable Members of the City Council: Please see the attached letter on behalf of the applicant. Very truly yours,
Winston Stromberg

355 South Grand Avenue, Suite 100
Los Angeles, California 90071-1560
Tel: +1.213.485.1234 Fax: +1.213.891.8763
www.lw.com

LATHAM & WATKINS LLP

FIRM / AFFILIATE OFFICES

Beijing	Moscow
Boston	Munich
Brussels	New York
Century City	Orange County
Chicago	Paris
Dubai	Riyadh
Düsseldorf	San Diego
Frankfurt	San Francisco
Hamburg	Seoul
Hong Kong	Shanghai
Houston	Silicon Valley
London	Singapore
Los Angeles	Tokyo
Madrid	Washington, D.C.
Milan	

August 17, 2020

Los Angeles City Council
200 Spring Street, Room 340
Los Angeles, CA 90012
Submitted to: LACouncilComment.com

Re: 222 West 2nd Project (CF 20-0339) – August 18, 2020, Council Agenda Item 18

Dear Council President Martinez and Honorable Council Members:

On behalf of our client, Tribune Real Estate Holdings, we are pleased to introduce 222 West 2nd, Tribune's proposed transit oriented development at the site of Metro's future Historic Broadway subway station in advance of the City Council's consideration of the project on August 18, 2020.

The project 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. Attached is a short document showing the project.

On February 13, 2020, the City Planning Commission voted unanimously to approve the project. There was no opposition to the project before the Commission and no appeals were filed. While the Commission recommended approval of the project, 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 Council adopted the Broadway Sign District (Ord. No 184,055.)

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. 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; it would be a vital component of the project. The project's signage will fully comply with the regulations in the Broadway Sign District.

We look forward to your consideration of the project.

Very truly yours,



Winston P. Stromberg
of LATHAM & WATKINS LLP

Attachment

cc: Murray McQueen, Tribune Real Estate Holdings

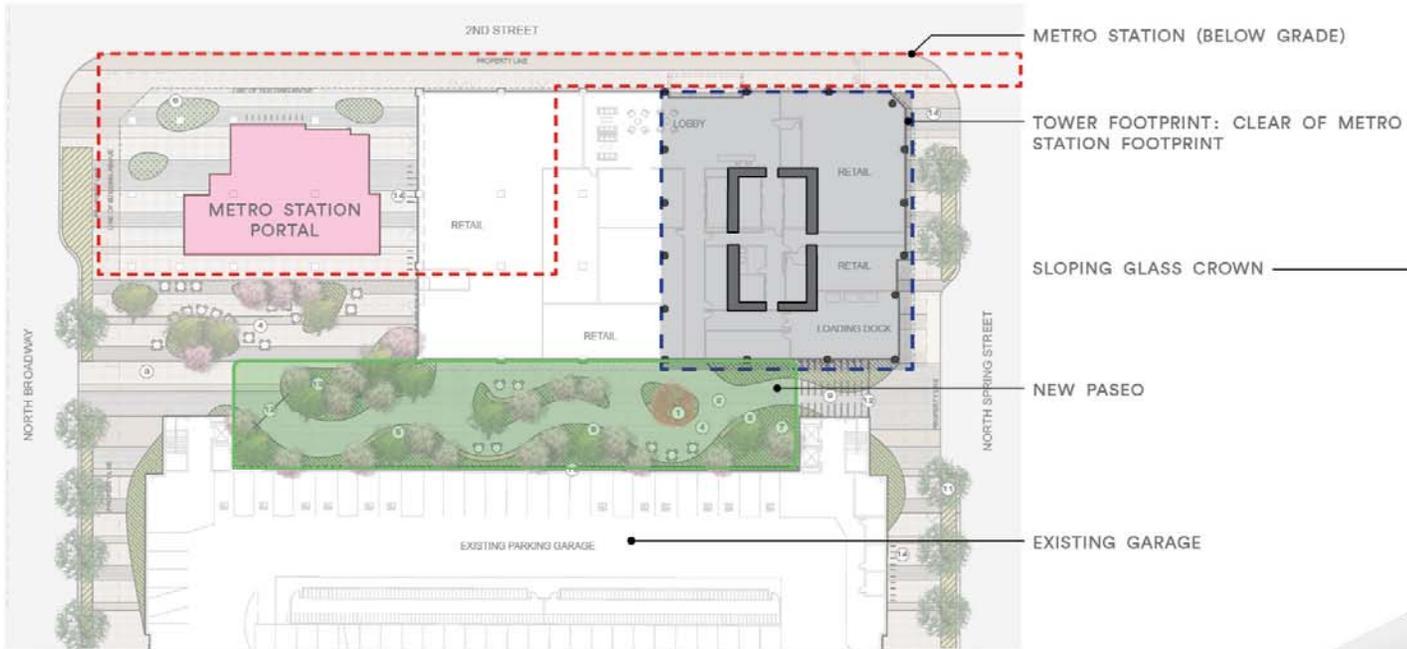


222 West 2nd

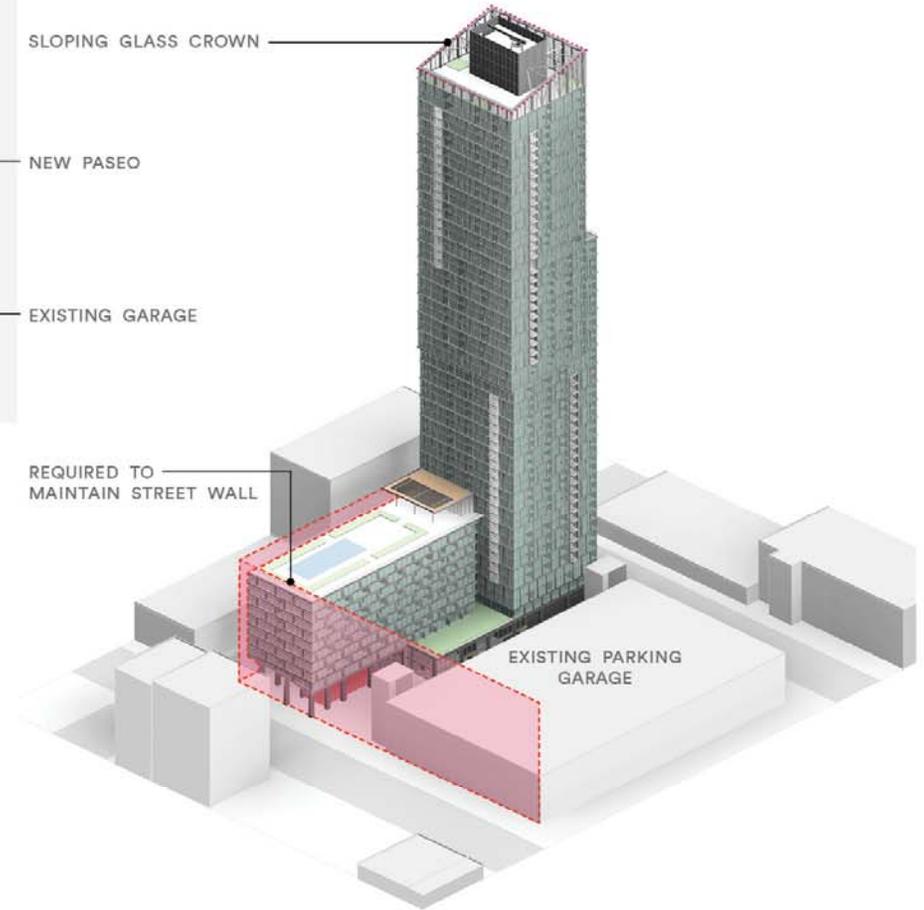
City Council Presentation

08 — 18 — 2020

PROJECT CONSTRAINTS | APPROACH TO DESIGN



- Metro Structure to accommodate building's loads
- Maintains street wall
- Expanded new paseo
- Integrates Metro Portal into design
- No new parking





PROJECT HIGHLIGHTS

RESIDENTIAL UNIT TYPES

Studio/Loft	188 Units
1 Bed	259 Units
2 Bed	233 Units
Total	680 Units

Retail	10,000 SF
Floor Area	707,036 SF
Height (Roof)	569' - 9"
Height (Top of Crown)	607' - 9"
Height (Elevator Overrun)	615' - 9"

222 W 2ND PROJECT | GROUND LEVEL VIEW

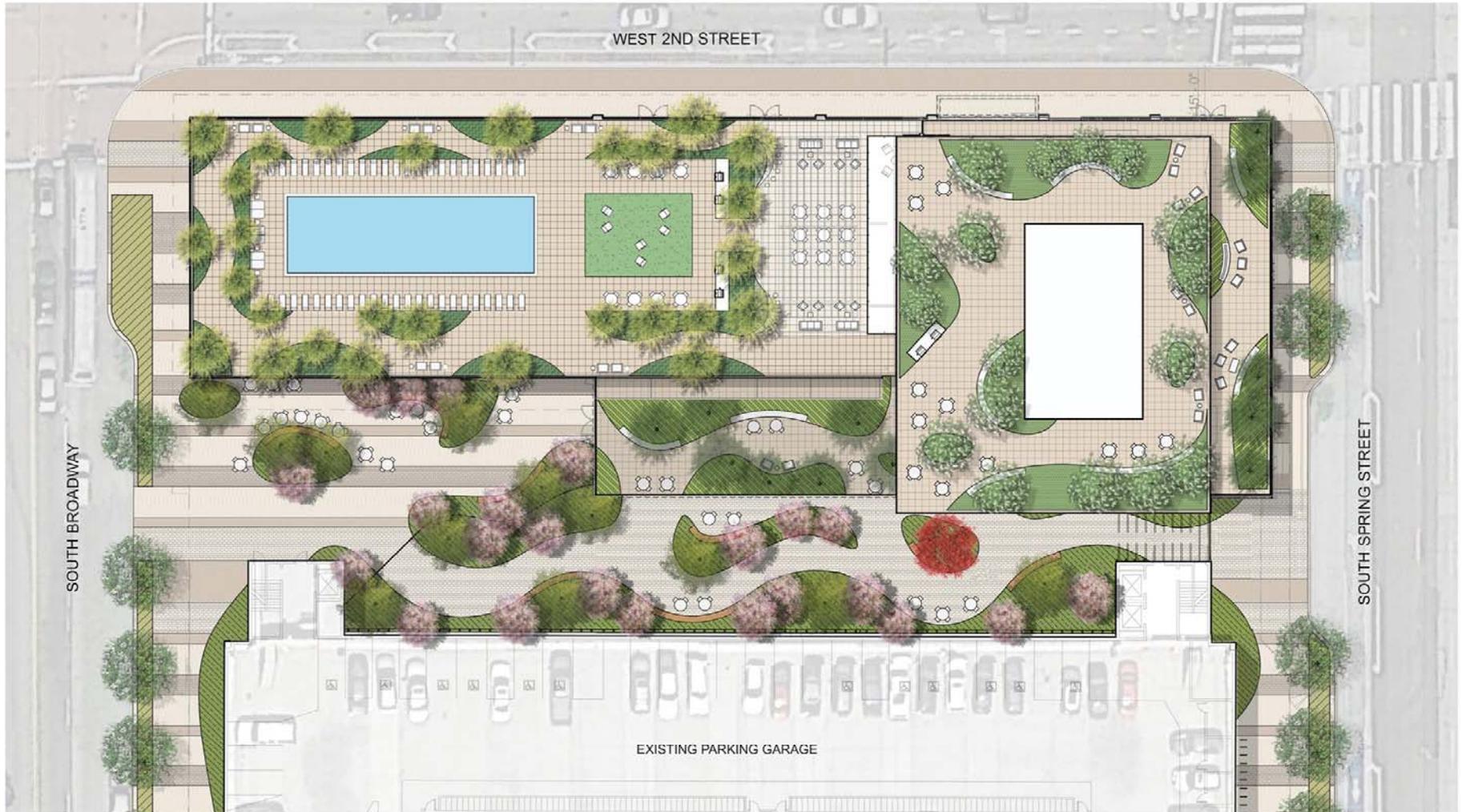




LANDSCAPE | METRO & PASEO RENDERING - LOOKING EAST



ROOF PLAN | LANDSCAPED TERRACES



ENTITLEMENT REQUESTS BEFORE CITY COUNCIL

- ***VESTING ZONE CHANGE*** to delete existing [Q] Condition No. 7 (minimum and maximum lot coverage for towers) to reflect the project's proposed design
 - Application of this [Q] condition to the 2.71-acre Project Site results in over-sized and impractical tower floorplates
 - The tower-over-residential base configuration follows the spirit of the condition
- ***VESTING ZONE CHANGE*** to delete proposed [Q] Condition No. 17.f (prohibiting temporary signs for the Project)
 - In approving the Project, the CPC added [Q] Condition 17 prohibiting various sign types
 - Mostly duplicative of prohibitions in Broadway Sign District
 - However, Broadway Sign District allows temporary signs
 - Temporary signs are critical for a new building for leasing purposes
 - Requesting consistent sign regulations apply to Project site as apply to other sites in Broadway Sign District

KEY PROJECT BENEFITS

- **REVITALIZE** a former parking lot with a landmark mixed-use project near transit, employment, shops, and entertainment
- **MAXIMIZE** new housing units on a currently underutilized site
- **INCORPORATE** the principles of smart growth and environmental sustainability
- **ENHANCE** pedestrian activity and street life with ground floor retail, landscaped public open space, and a public paseo
- **REINFORCE** public transit use and investment in major transit lines, including the Metro Regional Connector
- **UNION LABOR** will build Project under Project Labor Agreement with LA/OC Building and Construction Trades Council
- **CREATE** new construction and retail jobs and generate revenues to the City
- **MONETARY CONTRIBUTIONS** for bicycle improvements and a Mobility Hub
- **PROVIDE** new housing opportunities – including Workforce Housing – and retail to help meet demands within the Downtown area