



JIM GRAHAM
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Chairperson
Committee on Human Services
(including Alcohol Regulation)

October 19, 2012

Ms. Alice Kelly
Manager, Policy Branch
Policy, Planning & Sustainability Administration
District Department of Transportation
55 M Street, SE, Suite 500
Washington, DC 20003

Dear Ms. Kelly,

I write in support of efforts by Progression Place, at S and 7th Streets in Ward One, to seek permission to place a single electronic digital sign on the 7th Street portion of this new residential and office complex. Progression Place offers a new and vibrant mixed use building and is part of the fabric of much needed revitalization anchored by the new Howard Theater. In addition, Progression Place serves as the national headquarters of the United Negro College Fund. This digital sign is an important component of the project.

It is my understanding that you and your team, as part of the Mayor's Task Force that has been reviewing the city's current sign laws, have recently released proposed new sign regulations. Within those regulations, the Task Force has identified four areas of the city where electronic or digital signs may be located. On behalf of my constituents, I would like to add Progression Place to that approved list so that the owners of Progression Place may erect one digital sign above the entryway of the office component, as was designed in the plans for the building approved by the Zoning Commission and the neighborhood.

I am pleased to offer this support and urge your positive consideration of this request.

Bests,

JG/wr