



CURREN D. PRICE, Jr.

June 21, 2022

Honorable PLUM Committee Members:

On behalf of the Office of Councilmember Curren Price, he would like to express his ongoing commitment to the expansion and renovation of the Los Angeles Convention Center. Today as we review the proposed amendments to the Convention and Event Center Specific Plan, which will be renamed to the Convention Center and Arena Specific Plan, we would like to take special note of the importance this sign district has on our expansion efforts.

One of the great economic development success stories within downtown over the last generation has been what is now known as Crypto.com Arena and the Los Angeles Sports and Entertainment District, including LA Live. These projects have largely supported and benefited the Convention Center.

Our office would like to make a few revisions to the Sign District Ordinance to reflect terms that are in closer alignment with existing and future plans for the arena zone area.

1. South Hall Wall Sign. As part of the City's ongoing efforts to incentivize construction of the arena, it granted a 55-year right to AEG's predecessor in interest to have a sign of up to 6,000 square feet identifying the Convention Center and a naming sponsor. We would like to modify the sign district to allow the wall sign marked as AS.01 to be amended from the existing 1800 SF up to 6000 SF in the sign area.
2. Arena Sign Ordinance-Pillar Signs. In 1999, in connection with the arena, the City Council passed an arena sign ordinance (ASO). The ASO allowed for Freestanding Structure Signs or Pillars, similarly to those that are located within the Xbox Plaza at LA Live. We would like to keep the original intent of the ASO by making a few amendments to the provisions for Pillar Signs, as attached. Additionally, we would like to request that no off-site signage shall face or front Gilbert Lindsay Plaza.
3. Other Entitlements-Illuminance. The existing Convention and Event Center Sign District limits luminous intensity for digital signage at 800 candelas for nighttime illuminance. Neighboring signs along and near the Figueroa corridor have nighttime luminous intensities ranging from 600 candelas to unlimited. For example, digital signs at the Oceanwide development at 1101 S. Flower Street are not subject to a candela limit, while digital signs at the Circa development at 1200 S. Figueroa Street are subject to a 600-candela limit during the nighttime. The digital sign approved for the Courtyard by Marriott at 901 W. Olympic Boulevard also is subject to a 600-candela limit during



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the nighttime. In light of the surrounding environment, Planning Department had recommended a nighttime 600 candela limit within the Figueroa Corridor Sign Zone and the Arena Zone. There were no public comments raised at the City Planning Commission that this limit was insufficient or should be lower. Nonetheless, the CPC reduced the limit to 300 candelas throughout the Sign District. In an effort to maintain our competitive advantage in the area, we would like to recommend a 600-candela limit during nighttime hours. The attached proposed changes would allow the Convention Center signage to avoid the competitive disadvantage of being across the street from much brighter signs.

4. Freeway Edge Sign Flexibility. Finally, a slight revision is proposed to allow the City maximum flexibility for “mixing and matching” among the three Conceptual Sign Plan options for the signs along the freeway.

Based on the foregoing, we respectfully request that PLUM adopt the attached revisions.

If you have any questions or concerns please contact my Director of Planning and Economic Development, Sherilyn Correa via email Sherilyn.Correa@lacity.org or by phone (213) 978-7009.

Sincerely,

A handwritten signature in black ink that reads 'Curren D. Price, Jr.' in a cursive script.

CURREN D. PRICE, JR.

Councilmember, 9th District