



Office of the Los Angeles City Attorney
Hydee Feldstein Soto

REPORT NO. R23-0442

NOV 20, 2023

REPORT RE:

**REVISED DRAFT ORDINANCE AMENDING THE CONVENTION
AND EVENT CENTER SIGN DISTRICT**

The Honorable City Council
of the City of Los Angeles
Room 395, City Hall
200 North Spring Street
Los Angeles, California 90012

Honorable Members:

Our Office hereby transmits a draft ordinance to amend and restate the Convention and Event Center Sign District, approved as to form and legality, which adds language relating to inflatable signs and captive balloon signs, includes revised language relating to prohibited signs and adds new language allowing full animation on signs that are not visible from a freeway.

This revised draft ordinance is different from most existing sign districts but resembles predecessor sign district ordinances in or near downtown that paved the way for allowing a significant amount of digital and other signage not allowed under the Los Angeles Municipal Code, including a prior version of the Convention and Event Center Sign District that was tailored for an NFL stadium, the Coliseum Sign District, and the Arena Sign District.

CEQA Findings

This Office recommends that if you adopt the enclosed revised draft ordinance, you do so based on your consideration of the environmental effects of the project shown in the Convention and Event Center Project Environmental Impact Report (ENV-2011-

0585-EIR) and the Addendum and Joint Analysis dated December 2021. The EIR was certified by the Los Angeles City Council in October 2012.

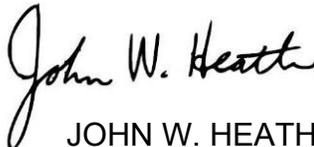
Council Rule 38 Referral

Copies of the revised draft ordinance were sent, pursuant to Council Rule 38, to the Department of City Planning, Department of Building and Safety, the Fire Department, the Department of Transportation and the Department of Public Works with a request that all comments, if any, be presented directly to the City Council at the time this matter is considered.

If you have any questions regarding this matter, please contact Deputy City Attorney Kenneth Fong at (213) 978-8202. A member of this Office will be available when you consider this matter to answer questions you may have.

Sincerely,

HYDEE FELDSTEIN SOTO, City Attorney

By 
JOHN W. HEATH
Senior Assistant City Attorney

JH:KTF:sa
Attachment/Transmittal