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CITY PLANNING**

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November 16, 2022

Los Angeles City Council
c/o Office of the City Clerk
City Hall, Room 395
Los Angeles, California 90012

Attention: PLUM Committee

Dear Honorable Members:

**LOS ANGELES CONVENTION CENTER EXPANSION PROJECT; CONVENTION CENTER
AND ARENA (CCA) SIGN DISTRICT; CF 22-0536**

On June 29, 2022, the City Council approved the Convention Center and Arena Sign District, in conjunction with the Convention Center Expansion Project, and instructed the City Attorney to prepare and present an Ordinance to amend the Convention and Event Center Sign District (Ordinance No.182,281), which is to be renamed Convention Center and Arena Sign District. On November 10, 2022, the City Attorney prepared a report and presented the Ordinance. However, additional review by the Department of City Planning determined that regulations related to Captive Balloon Signs and Inflatable Devices was inadvertently omitted in the draft Ordinance presented to the City Council and provided to the City Attorney. Therefore, the following corrections are required, as shown below. These changes are indicated in underline for additions and ~~strike through~~ for deletions:

Add under Section 4. Definitions:

Captive Balloon Sign. Any object inflated with hot air or lighter-than-air gas that is tethered to the ground or a structure.

Modify Section 5.C. Exempt Signs, Murals, and Art Installations:

8. Temporary Signs **(including Captive Balloon Signs and Inflatable Devices);**

Modify Section 7.H. Temporary Signs:

Temporary Signs are allowed within the Sign District and shall comply with the applicable provisions of the Code, except there shall be no limit in terms of sign area. Notwithstanding Code Section 14.4.16.C, temporary building identification signs requested in connection with building name changes shall be allowed on the condition that they also qualify as a sign displaying the name of an Arena, building or other development within the Sign District, as set forth in the definition of On-Site Sign in this Ordinance. These temporary

building identification signs shall be subject to a time limit of one span of 90 days in lieu of a span of a maximum of three 30-day in length installations. **Notwithstanding Section 14.4.4.B.12 of the LAMC, Captive Balloon Signs and Inflatable Devices shall be permitted and shall otherwise be subject to the regulations applicable to Temporary Signs.**

Sincerely,

VINCENT P. BERTONI, AICP
Director of Planning



Milena Zasadzien
Senior City Planner
VPB:LW:MZ:WL