

## **Communication from Public**

**Name:**

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**Council File No:** 22-0536

**Comments for Public Posting:** See attached letter.

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June 21, 2022

VIA EMAIL

Councilmember Marqueece Harris-Dawson  
Chair, Planning and Land Use Management Committee  
Los Angeles City Council  
200 N. Spring Street, Room 450  
Los Angeles, CA 90012

LACouncilComment.com

RE: Council File No. 22-0536; Convention and Arena Sign District

Honorable Councilmember Harris-Dawson and City Attorney Feuer:

I am writing on behalf of AEG in connection with the proposed Convention and Arena Sign District Ordinance (“Sign District”). Before you today is an amendment to update signage rights in the Sign District. AEG believes that the Sign District ordinance would be even better by drawing on the experience and the approvals over the last 25 years

As you know, the City and AEG have had a long and very successful partnership first with the Arena and then with the LA Sports and Entertainment District, including L.A. Live. These efforts have transformed downtown. A very significant component of the success was with signage as approved through the original Sign Ordinance for the Arena and the LASED Specific Plan, as well as the Reciprocal Easement Agreement between the City of Los Angeles and AEG’s predecessor in interest, dated March 26, 1998 (“REA”).

The Sign District before you today does not fully accommodate the REA provisions regarding an identification wall sign on the Convention Center’s South Hall. AEG is mindful that there are business discussions in the near future, and it is not asking to impact those discussions in anyway. However, the REA is an existing business deal. AEG is asking that the Sign District not diminish any of its rights.

To adequately preserve AEG’s longstanding REA rights, AEG proposes the amendments to the Sign District set forth in Attachment 1.

In discussions with the Council Office and others, there are a few other important issues, including illuminance and revised Pillar Signs in the Arena Zone, which should be addressed in the Sign District. As for illuminance, the existing Sign District intensity for digital signage is at 800 candelas for nighttime illuminance. Other signs along and near the Figueroa corridor have

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nighttime luminous intensities ranging from 600 candelas to unlimited. Even though the Planning Department had recommended the level at 600, the CPC reduced the limit to 300 candelas throughout the Sign District. The attached proposed changes would allow the Convention Center signage to avoid the competitive disadvantage of being across the street from much brighter signs.

AEG respectfully requests that PLUM adopt the proposed amendments set forth in Attachment 1 and that PLUM direct the City Attorney to consider the legal issues with the Sign District in light of the REA, as it prepares the ordinance for form and legality. .

We would be pleased to answer any questions you may have.

Very truly yours,



William F. Delvac

Attachments: 1. Proposed Amendment to Sign District

cc: Curren Price, CD9

Lisa Webber, DCP

Milena Zasadzien, DCP

Ken Fong, City Attorney

John Fox, City Attorney

Ted Fikre, AEG

Martha Saucedo, AEG

## ATTACHMENT 1

### Proposed Amendment to Convention Center and Arena Sign District

#### SECTION 3. APPLICATION OF SUPPLEMENTAL USE DISTRICT REGULATIONS.

- A. This Ordinance regulates signs within the Sign District. The regulations of this Ordinance are in addition to those set forth in the Planning and Zoning provisions of the Code. These regulations do not convey any rights not otherwise granted under the provisions and procedures contained in the Code or other relevant ordinances, except as specifically provided for in this Ordinance. Further, this Ordinance shall not impair or eliminate any contractual or property rights which may exist as of the effective date of this Ordinance.

#### SECTION 4. DEFINITIONS.

**Off-Site Sign.** A sign that displays any message directing attention to a business, product, service, profession, commodity, activity, event, person, institution, or any other commercial message, which is generally conducted, sold, manufactured, produced, or offered or occurs elsewhere than within the boundaries of the Sign District. A sign with the name of the entity for which development within the area bounded by Figueroa Street, Chick Hearn Court, L.A. Live Way, and Olympic Boulevard is named is not an Off-Site Sign.

**On-Site Sign.** A sign that is other than an Off-Site Sign, including any sign for any other use within the Sign District regardless of the parcel where the use or sign is located. A sign with the name of the entity for which development within the area bounded by Figueroa Street, Chick Hearn Court, L.A. Live Way, and Olympic Boulevard is named is an On-Site Sign.

#### SECTION 6. GENERAL REQUIREMENTS.

##### H. Sign Illumination Plan.

1. **Brightness.** Digital Displays shall have a nighttime brightness no greater than 300 600 candelas per square meter, all white, within the Figueroa Corridor Sign Zone and the Arena Zone, and a nighttime brightness no greater than 300 candelas per square meter elsewhere in the Sign District. In addition, Digital Displays shall have a daytime brightness no greater than 5,000 candelas per square meter. The displays shall transition smoothly at a consistent rate from the permitted daytime brightness to the permitted nighttime brightness levels, beginning 45 minutes prior to sunset and concluding 45 minutes after sunset.

## SECTION 7. STANDARDS FOR SPECIFIC TYPES OF SIGNS

### C. Digital Displays. Digital Displays shall comply with the following regulations:

1. **Sign Area.** An individual Digital Display shall not exceed 26,400 square feet in area. The total combined area of Digital Displays shall not exceed the following per Sign Zone:

	Arena	Chick Hearn Court	Figuerroa Corridor	Freeway-Edge
Maximum Total Digital Display Sign Area	3,216sf	6,700 sf	30,540 sf	25,492 sf (Option A) 32,744 sf (Option B) 39,560 sf (Option C)
<i>NOTE: A Digital Display may be replaced in its same location with a Supergraphic Sign. In that instance, the Supergraphic Sign area shall be deducted from the Maximum Total Digital Display Area within the Sign Zone.</i>				
<i><u>NOTE: Digital Displays on Pillar Signs in Arena Zone are not subject to the maximum total Digital Display limit.</u></i>				

2. **Number and Location.** Digital Displays shall be installed in substantial conformance with the approximate number and locations identified in any of the Conceptual Sign Plan options or in combination among the options provided that the total of all Digital Displays in the Freeway-Edge Zone shall not exceed 39,560 square feet (Appendix A). For the purposes of this Ordinance, a sign shall be considered in substantial conformance if it is within ten (10) feet on the vertical axis and fifty (50) feet on the horizontal axis from the location depicted on the Conceptual Sign Plan. In addition, any location for a Digital Display on the Conceptual Sign Plan may instead be replaced with a Supergraphic Sign.

### D. Pillar Signs. Pillar Signs shall comply with the following regulations:

1. **Sign Area.** Each Pillar Sign shall be a maximum of 30 square feet in sign area per sign face, except within the Figuerroa Corridor Sign Zone and the Arena Zone where each Pillar Sign shall be a maximum of 80 square feet in sign area per sign face. Further, in the Arena Zone up to an additional 9 Pillar Signs may be. A maximum of 100 square feet in sign area per sign face. See Section 7.D.5 below for sign area limits for Digital Displays on Pillar Signs in the Arena Zone.
2. **Height.** The height of a Pillar Sign shall not exceed a maximum of eight feet, except within the Figuerroa Corridor Sign Zone and the Arena Zone where each Pillar sign shall be a maximum of 12 feet in height. Further, in the Arena Zone up to nine additional Pillar Signs may be up to a maximum of 30 feet in height. The height of any Digital Display on any of these 9 Pillar Signs in the Arena Zone shall not exceed 20 feet in height.
3. **Location.** A Pillar Sign shall be set back at least ten feet from the intersection of a driveway and the public right of way and shall not interfere with or present a hazard to pedestrian or vehicular traffic.

4. **Design.** Pillar Signs shall be ground-mounted and not attached to any building face.
  5. **Digital Displays.** Pillar Signs shall not include Digital Displays, except in the Arena Zone where up to 9 Pillar Signs may include up to 75 square feet of Digital Display. The Digital Displays shall not be subject to the sign area, number, and location requirements of Sections 7.C.1 and 7.C.2.
  6. **Illumination.** Pillar Signs shall be non-illuminated or internally illuminated except in the Arena Zone where Pillar Signs may be non-illuminated or internally or externally illuminated.
  7. **On-Site and Off-Site Standards.** ~~Pedestrian~~ Pillar Signs shall be On-Site Signs, except in the Arena Zone where Pillar Signs may be On-Site Signs or Off-Site Signs; provided however that Pillar Signs facing Gilbert Lindsay Plaza shall not include Off-Site Signs.
- I. **Wall Signs.** Walls Signs do not include Digital Displays and Supergraphic Signs.
1. Wall Signs in the Chick Hearn Court, Figueroa Corridor, and Freeway-Edge Zone are allowed within the Sign District and shall comply with the applicable provisions of the Code, or with the sign area and location identified for Wall Signs AS.01, CC.01, CC.02, CC.03, and CC.04, as identified in the Conceptual Sign Plan (Appendix A), whichever is more permissive. Notwithstanding the foregoing, as noted in a footnote on the Conceptual Sign Plans, AS.01 may be up to 6,000 square feet.