



**LOS ANGELES
CITY PLANNING COMMISSION**

DATE: July 9, 2009
TIME: after 8:30 a.m.*
PLACE: City Hall, 10th Floor
200 N Spring Street
Los Angeles, CA 90012

Public Hearing Held May 11, 2009
Case Expires: July 11, 2009

CASE NO. CPC-2008-3374-MSC
CEQA: Addendum to LA Sports & Entertainment
Complex EIR (SCH# 96091061)
Incidental Cases: None
Related Cases: None
Council District: 9
Plan Area: Central City
Neighborhood Council: Downtown
Plan Land Uses: Public Facilities, Regional Comm.
Zone: PF-4D-O, C2-4D-O
Applicant: Pouria Abbassi, P.E. for the Los Angeles
Convention Center and Exhibition Center

PROJECT LOCATION: The Los Angeles Convention Center and Sports Arena area generally bounded by Figueroa Street to the east, Venice Boulevard to the south, the 110 (Harbor) Freeway to the west and Chick Hearn Court to the north.

PROPOSED PROJECT: An amendment to Ordinance 172,465 which currently regulates signage for the Los Angeles Convention and Exhibition Center and Staples Center (Arena), to allow for certain additional signage displays, reductions in certain other previously permitted signage throughout the project site, and to provide greater flexibility concerning the type of electronic signage permitted. The proposed amendment would permit the installation of signage on four buildings, including the Convention Center South and West Halls; Concourse; and Staples Arena.

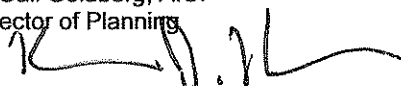
REQUESTED ACTIONS:

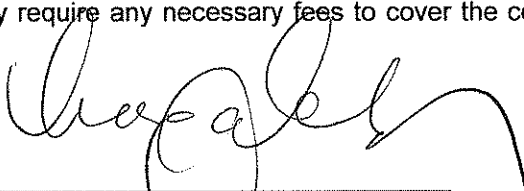
1. Pursuant to 12.32 of the Municipal Code, an Amendment of a land use ordinance (Ordinance No. 172,465)
2. Pursuant to Section 21082.1(c)(3) of the California Public Resource Code, a finding that the March 5, 2009 Addendum to the Los Angeles Sports and Entertainment Complex Final EIR (SC #96091061) adequately describes the scope of the project and adequately demonstrates that no new significant environmental impacts will be created by the project.

RECOMMENDED ACTIONS:

1. **Deny** the amendment to Ordinance 172,465 proposed by the applicant.
2. **Approve** the amendment to Ordinance 172,465 proposed by the Department of City Planning.
3. **Find** that the previously certified Environmental Impact Report, and the March 5, 2009 Addendum thereto, adequately describes the Project and its environmental effects and that the approval of this Project will result in no new environmental effects beyond the scope of the previously analyzed in the EIR as certified by the City Council in its adoption in June 1997.
4. **Adopt** the attached Findings.
5. **Advise** the applicant that, pursuant to California State Public Resources Code Section 21081.6, the City shall monitor or require evidence that mitigation conditions are implemented and maintained throughout the life of the project and the City may require any necessary fees to cover the cost of such monitoring

S. Gail Goldberg, AICP
Director of Planning


Kevin Keller, AICP, Senior Planner


Craig Weber, Hearing Officer (213) 978-1213

ADVICE TO PUBLIC: *The exact time this report will be considered during the meeting is uncertain since there may be several other items on the agenda. Written communications may be mailed to the Commission Secretariat, Room 211, City Hall, 200 North Spring Street, Los Angeles, CA 90012. While all written communications are given to the Commission for consideration, the initial packets are sent to the week prior to the Commission's meeting date. If you challenge these agenda items in court, you may be limited to raising only those issues you or someone else raised at the public hearing agendized herein, or in written correspondence on these matters delivered to this agency at or prior to the public hearing. As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability, and upon request, will provide reasonable accommodation to ensure equal access to this programs, services and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or other services may be provided upon request. To ensure availability of services, please make your request not later than three working days (72 hours) prior to the meeting by calling the Commission Secretariat at (213) 978-1300.

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PROJECT ANALYSIS

1. Project Description

The project is an amendment to Ordinance No. 172,465, which currently regulates signage for the Staples Center (Arena) and the Los Angeles Convention and Exhibition Center (LACC), to allow for certain additional signage displays, reductions in certain other previously permitted signage throughout the Arena and LACC sites (collectively, the Project Site), and to provide greater flexibility concerning the type of electronic signage permitted. The amendment to Ordinance No. 172,465 would permit the installation of new signage on four project site buildings as follows

LACC South Hall

- 18 Wall Signs
- 1 Identifying Sign
- 2 Electronic Message Signs (Facing Figueroa Street)

LACC West Hall

- 5 Wall Signs
- 2 Electronic Message Signs (Facing Figueroa Street)

LACC Concourse

- 2 Wall Signs

Arena

- 1 Electronic Message Sign (Facing Chick Hearn Court)

The Amendment would also allow for the modernization of existing electronic message signs located on the two existing pole signs at the project site. Additionally, the Amendment would eliminate an unused allowance for 36 video monitor signs that would have been permitted for construction at the entrance plaza for the Arena.

The project site consists of several city blocks bounded by Venice Boulevard to the south, the 110 (Harbor) Freeway to the west, Figueroa Street to the east and 11th Street (Chick Hearn Court) to the north. The north and east project boundaries abut the Los Angeles Sports and Entertainment District, a Specific Plan which includes the LA Live development and which authorizes dynamic and bold signage similar to what has been proposed by the project. The LACC portion of the project site is designated for Public Facility use in the Central City Community Plan and is zoned PF-4D-O. The Arena portion of the project site is designated for Regional Commercial use in the Central City Community Plan and is zoned C2-4D-O

2. Project Background

The Signage Ordinance, which would be amended by this project, became effective on March 27, 1999. This ordinance predates the citywide signage supplemental use

district enabling language adopted in 2002. The Signage Ordinance is one of several ordinance and agreements which address reciprocal rights and obligations related to the development and operation of the LACC, Arena and LA Live. With respect to signage, the Reciprocal Easement and Environmental Restriction Agreement (REA), dated March 26, 1998, by and among LA Arena Land Company, Inc. (LandCo), the City of Los Angeles (City) and the Community Redevelopment Agency broadly granted certain signage rights over the exterior of the LACC. Following adoption of the REA, the City adopted the Signage Ordinance to more precisely define the signage rights and restrictions established in the REA and to set forth regulations governing exterior signage at the Arena and LACC. In particular, the Signage Ordinance authorized:

- One LACC/Arena Identifying Sign;
- Two Pole Signs, including one within the LACC site and one within the southwestern portion of the LA Live site;
- One Aerial Sign on the roof of the Arena;
- Three Building Name Signs on various areas of the Arena;
- Four Entrance Sponsor Signs on the wall of the Arena;
- 72 signs on nine freestanding structures, including up to 36 Video Monitor Signs, one Scrolling Readerboard on the exterior Arena wall facing Figueroa Street;
- One Video Board on the Arena wall near the intersection of 11th Street and Figueroa Street;
- Numerous Retail Business signs on the exterior of the Arena facing Figueroa Street;
- Numerous Information Signs at various locations on the exterior of the Arena; and
- Numerous Parking Area Signs.

Signage is currently installed on the West Hall, South Hall and Arena buildings, and two pole-signs are currently located near the intersection of Cherry Street and 11th Street and Venice Boulevard and Figueroa Street (adjacent to the 110 and 10 Freeways, respectively). A Scrolling Readerboard permitted by the Ordinance has not been constructed, nor have the 36 Video Monitor and 36 Information Signs

3. Issues

Consistency with Citywide Signage Regulations

The issue of signage has gained prominence among decision makers and the Planning Department over the course of the past year. Following the adoption of an Interim Control Ordinance (ICO) which prohibits the issuance of building permits for various sign-types, including supergraphics, digital signs and billboards, the City has initiated revisions to Article 4.4 and related provisions of the LAMC. The revisions, which have been reviewed by City Council but have not yet been acted upon, would, among other things, establish criteria for the review and approval of Signage Supplemental Use Districts (SUD) within the City.

Upon adoption of the proposed revisions to Article 4.4 of the LAMC, a Signage SUD would be the only tool by which a defined geographic area could utilize off-site signage, supergraphic signs and other sign types that are otherwise prohibited. Currently there are two adopted SUDs within the City, one in Hollywood and one at San Pedro and 15th Street in Downtown. However, there are other areas wherein unique signage regulations have been adopted by ordinance or effectuated through a Specific Plan. Among these are the Los Angeles Sports and Entertainment District, the Sunset and Vine development, the Hollywood and Highland Development, the Coliseum Specific Plan and the subject Project Site which has a Signage Ordinance (No. 172,465) that was adopted February 19, 1999.

The proposed revisions to Article 4.4 of the LAMC would also establish criteria by which a signage SUD would be evaluated for approval. As currently drafted, an SUD would need to be in a Regional Center or Regional Commercial General Plan Land Use category, or would need to be in a Public Facility General Plan Land Use category within the Central City Community Plan. Though the Project involves an amendment to an existing Ordinance that is not an SUD, the Project Site is designated for Public Facility and Regional Commercial uses within the Central City Community Plan and would meet the basic criteria for an SUD as proposed in draft form.

On December 17, 2008, the City Council enacted an Interim Control Ordinance (ICO) which prohibits the issuance of building permits for many of the sign types that are proposed as part of the Project. Following the approval of an extension on June 16, 2009, the ICO remains in effect at the time this staff report was produced. However, the ICO only prohibits the issuance of building permits for specified sign types and does not preclude the City Planning Commission, or any other decision making body, from considering land use provisions regarding signage.

Impacts to Traffic

The Code Studies Division of the Planning Department has conducted extensive research regarding the potential for various sign types to create traffic and safety impacts. While studies on this topic have been found to be somewhat inconclusive, the Department has acknowledged some basic patterns:

1. Signs with messages that move or change are distracting to drivers, and are more likely to distract drivers than other types of signs.
2. Distractions, particularly those lasting two seconds or more, are linked with an increased risk of accidents, but drivers may need up to four seconds to read a sign message.
3. Drivers can be distracted not only by a changing message, but also by the expectation of an upcoming message change.
4. There is anecdotal evidence of increased accident rates near static signs, including billboards.

The Project includes 19 signs that may be considered freeway-facing. Each of these signs are static and would not utilize electronic messaging, dynamic lighting or other visual effects that may be considered distracting to motorists. The project includes five electronic display signs, each of which are proposed for building entrance locations that abut large public plazas. The electronic message signs are proposed for pedestrian oriented locations and would have minimal, if any, effect on traffic safety. Additionally, there are two pole signs that exist at the Project site. Both pole signs currently utilize electronic message technology as well as tri-vision sign panels. The Amendment would allow for the technology used on these signs to be updated, but it is unlikely that any new impact or nuisance would be generated through this action in as much as the signs are already dynamic.

Aesthetics

The issue of aesthetics and visual impacts associated with signage is another matter that has been at the forefront of the Citywide signage discussion. The City's historically permissive signage regulations for commercial development, coupled with a preponderance of existing billboards, has had a negative effect on the visual environment in many neighborhoods throughout the City. However, the Project is proposed for a particular area wherein comprehensive signage regulations have been consistently implemented with a high level of success. Directly north and east of the Project Area, the Los Angeles Sports and Entertainment District Specific Plan currently allows various sign types that are normally prohibited Citywide. The Specific Plan provisions have allowed for the construction of a central plaza located in the LA Live development that is adorned with bold and dynamic signage which activates that space, and creates an environment that is stimulating and exciting to passers by and to visitors. Other sign types throughout the Specific Plan area, including supergraphic signs, facilitate a unique sense of place, and allow for the branding and promotion of events and activities at the various venues within the district.

The intent of the Amendment is to allow for signage at the LACC and Arena that would function as an extension of the signage program that already exists within the neighboring Specific Plan. Signage is proposed in a manner that is uniform with respect to placement and height and is consistent with the design standards utilized in the neighboring Specific Plan. Furthermore, the provisions of the proposed Ordinance Amendment require that a conceptual sign plan be submitted to the Planning Department prior to the issuance of any building permits for signs. The conceptual sign plan would need to demonstrate that the proposed signs are integrated into the design of the LACC and Arena buildings utilizing materials and motifs that are consistent with the architectural features found on both of these buildings. Lastly, the Planning Department has recommended changes to the proposed Ordinance Amendment that would prohibit the placement of any signage on the LACC's significant architectural features. The LACC is currently built with two large glass tower entry vestibules that were designed by renowned architecture firm Pei, Cobb Freed & Partners, and while signage may be permitted through this ordinance immediately above those respective entrances, the Planning Department is recommending that no approval for signage be

granted for signage located upon the prominent glass towers, thus maintaining the building's architectural integrity and abetting any potential diminishment of the building's visual character. This recommendation would bring this proposal into consistency with draft citywide regulations limiting the placement of any sign on glass or windows, operable or non-operable, that serve the building. It would also bring this proposal into consistency with design standards in existing SUDs wherein signage may not diminish or dominate the architectural or visual quality of buildings upon which they are located.

Fire Safety

The Los Angeles City Fire Department has indicated that there is a fire safety issue related to the installation of signs to existing building windows and existing building openings. When signs, generally Supergraphic types signs that are constructed of vinyl or film are placed over windows and building openings it impedes the LAFD's ability to appropriately manage ingress, egress and ventilation of burning structures. In many instances, a building's fire safety system is specifically designed with windows and openings as a part of that system, and the application of signage can dramatically alter the efficacy of the fire safety system. In keeping with the LAFD's recommendation regarding this project the Planning Department has recommended modifications to the proposed ordinance amendment that would prohibit the application of signs to existing windows (including the prominent glass towers) and that would require a review of all signs and materials by the LAFD prior to the issuance of a building permit.

4. Conclusions

The Project would allow for the placement of signage at a location where the potential for visual and traffic impacts is minimal (in as much as those signs facing freeways are static) and where the implementation of a lively and well designed sign plan is beneficial for the ongoing operation of the LACC, the Arena and the surrounding sports and entertainment uses. The project area is defined by intuitive boundaries (the 10 and 110 Freeways and the LASED Specific Plan) that would preclude the permeation of additional signage in locations where it is less suitable. Furthermore, the signage proposed would be consistent with other similar signage in the LASED Specific Plan.

Lastly, the Planning Department has recommended changes to the proposed Ordinance Amendment that would ensure that all signs are designed with a high level of architectural integration, and would prevent the diminishment of any significant architectural features on the LACC buildings. No new electronic sign panels would be permitted facing the 110 freeway as initially proposed. Furthermore, no signage would be permitted upon the two prominent glass towers, which serve as icons for the Convention Center and landmarks for the surrounding community.

FINDINGS

1. Charter Section 556

Los Angeles City Charter Section 556 and LAMC Section 12.32 (C)(7) require that prior to adopting a land use ordinance, the City Council finds that the ordinance is in substantial conformance with the purposes, intent and provisions of the General Plan. The amendment to Ordinance No. 172,465 substantially conforms with the purposes, intent and provisions of the General Plan in the following respects:

A. General Plan Framework

The amendment to Ordinance 172,465 would allow for the location of various signs on and around the Los Angeles Convention and Exhibition Center (LACC) and the Sports Arena (Arena). The location of signage proposed by the amendment would assist in the branding and promotion of events at both LACC and the Arena, would provide visual and programmatic links between the LACC, the Arena and the surrounding Los Angeles Sports and Entertainment District (LASED), and would promote the LACC and Arena as destinations of regional importance. The Framework Element of the General Plan identifies the Downtown Center (including the project area) as a location of national and international importance, describing it as the primary economic, governmental, and social focal point of Los Angeles." The Framework Element sets forth policy that would ensure ongoing interest, investment and vitality within this area.

Section 3 – Land Use

GOAL 3G: A Downtown Center as the primary economic, governmental, and social focal point of the region with an enhanced residential community.

Objective 3.11

Provide for the continuation and expansion of government, business, cultural, entertainment, visitor-serving, housing, industries, transportation, supporting uses, and similar functions at a scale and intensity that distinguishes and uniquely identifies the Downtown Center.

The primary intent of the proposed changes to the Ordinance is to allow for the promotion of business, cultural, entertainment and visitor serving activities at the LACC, the Arena and within and around the surrounding LASED (which includes 7,100-seat, and 2,000 seat live theatres as well as a substantial number of restaurants, bars, nightclubs and other similar destinations). The proposed signage would allow for cohesive branding of events being held at of the various venues within and around the immediate vicinity and would improve the ability of the LACC to attract and promote events at that location.

Section 7 – Economic Development

GOAL 7A: A vibrant economically revitalized City.

Objective 7.1: Focus available resources on a coordinated and comprehensive effort to promote economic activity in Los Angeles, including an aggressive marketing program that communicates the resources and assets available within the City.

The placement of proposed signs at the project site allows the LACC to market both itself and individual events being held at that destination (as well as other surrounding venues). The ongoing promotion of the LACC and its events is intended to expand the venue's current capacity to attract important events and conventions, which is believed to have a catalytic effect with respect to attracting investment in both the Downtown Center and the City of Los Angeles as a whole.

B. Land Use Element – Central City Community Plan

The Central City Community Plan echoes the Framework's assessment of the Downtown Center, emphasizing the significant role that tourism and entertainment play within the area. The plan states that the LACC and Arena add significantly to the draw of downtown for visitors, and suggests that the (then pending) completion of the Arena and surrounding hotel and entertainment uses (within LASED) would have a dramatic effect on the area's ability to attract new hotels and entertainment uses within the Downtown Center. The proposal to augment the LACC and Arena with signage that enables the promotion of events, products and services associated with these venues is consistent with the following Plan objectives:

Objective 2-3: To promote land uses in Central City that will address the needs of all the visitors to Downtown for business, conventions, trade shows, and tourism.

Policy 2-3.1: Support the development of a hotel and entertainment district surrounding the Convention Center/Staples Arena with linkages to other areas of Central City and the Figueroa corridor.

The signage proposed by the ordinance amendment directly supports the development and ongoing operation of a hotel and entertainment district in that the signage allows for the promotion of venues, events, products and services associated with the entertainment district. Furthermore, the signage design and configurations, which are subject to final approval by the Director of Planning, provide visual links in and throughout the LASED, Arena and LACC district, promoting a cohesive, activated and visually consistent environment.

Lastly, the Planning Department has recommended modifications to the proposed Ordinance Amendment that would ensure a higher level of design integrity related to the implementation of a sign program to the existing building façade. The Planning Department has recommended that signs not be placed upon the prominent glass towers that adorn the LACC South Hall and West Hall entrances. The recommendation ensures that the building design's original intent (creating massive entrance pavilions that transmit light and air and provide open views of the Downtown skyline) remains in-fact. The recommendation is also consistent with other similar regulations found within Signage SUDs that would prohibit signs from obscuring doors, windows and important architectural features.

C. Central Business District Redevelopment Plan

The proposed amendment to Ordinance 172,465 would implement several Redevelopment Plan goals and objectives, including: (1) assist in the development of Downtown as a major center of the Los Angeles metropolitan region; (2) contribute to the creation of a climate for regional growth (3) contribute to a modern, efficient and balanced urban environment for people by providing a range of entertainment, recreational, commercial and retail uses; and (4) create a symbol of pride and identity which gives the Central Business District a strong image as a major center of the Los Angeles Region.

2. Charter Section 558

Los Angeles City Charter Section 558 and LAMC Section 12.32(C)(7) require that prior to adopting a land use ordinance, the City Council find that the ordinance conforms with public necessity, convenience, general welfare and good zoning practice. The amendment to Ordinance No. 172,465 does so in the following respects:

The project proposes to amend Signage Ordinance No. 172,465 to construct and install additional signage on the Los Angeles Convention and Exhibition Center (LACC) and Sports Arena (Arena). The REA and Signage Ordinance established and contemplated certain signage rights with the intent of integrating messaging and events at LACC, the Arena and the surrounding Los Angeles Sports and Entertainment District (LASED) through a unified signage program. As the REA and Signage Ordinance are nearly ten years old, certain rights and provisions need to be updated and revised consistent with the intent and expectations of the REA. Consistent with this goal, the Amendment would enhance the means of announcing events at the LACC, Arena and LASED District and further integrate the LACC into the surrounding sports and entertainment uses. The LACC and Arena, because of the nature of their uses, and particular because of their location in the center of an urbanized area, require signage which can effectively communicate event-related information to

users of the development and other businesses and facilities located in and around Downtown Los Angeles. The Amendment meets this need by creating a bold, lively and uniform aesthetic appearance in the messaging, theming and branding occurring throughout the area encompassed by the Arena, the LACC, and the LASED District.

The project site is located in an area of intense commercial, entertainment and tourist activity, including the LACC, Arena and the LASED Specific Plan area which includes the convention hotel and LA Live development. The proposed amendment would further contribute to the area's image as an entertainment venue and tourist destination. Signage that would be allowed by the Amendment is consistent with signage that is already allowed within the LASED Specific Plan, and the amendment represents a filling-in of similar signage at the Arena and LACC campus. Furthermore, the project site is geographically contained by the 110 and 10 Freeway boundaries to the west and south which create physical boundaries that prevent the signage from creating an impact on less dense commercial and residential neighborhoods that exist beyond the freeway boundary.

The project area is located within the Public Facilities General Plan Land Use category and the project site is zoned PF-4D-O. The amendment is conceptually consistent with intent of the recently revised Citywide signage ordinance which would allow for signage Supplemental Use Districts on PF-zoned parcels within the Central City Community Plan (however, the existing Ordinance, which allows signage, predates the Supplemental Use District tool).

The signage approved under the Amendment would not create visual impacts. The Department of City Planning has proposed modifications to the draft Amendment which would require that all signs undergo design approval prior to the issuance of a building permit. Pursuant to this proposed modification, all signs would be reviewed for consistency with a Conceptually Approved Sign Plan and would be required to meet the following design criteria: (1) The placement of signs shall not visually dominate building facades or architectural features such as the glass towers located at the Convention Center South Hall and West Hall. (2) Existing building materials, architectural features and design queues shall be utilized to integrate signs into the design of the existing structures. Pursuant to changes made to the draft Ordinance Amendment, no signs would be placed on significant architectural features at the LACC or Arena site. The iconic glass towers, which function as entry vestibules for the LACC, and were designed by renowned architecture firm Pei Cobb Freed & Partners would not be adorned with signage.

The project is located at a site where additional signage can positively contribute to the identity of the surrounding area as a unique entertainment and tourist destination and, the project will be in conformity with public necessity, convenience, general welfare and good zoning practice.

3. CEQA

An Environmental Impact Report was prepared for the Los Angeles Sports and Entertainment Complex (the Arena) and was certified by the City of Los Angeles in October 1997. An Addendum to that EIR has been prepared to evaluate the proposed amendment to Ordinance No. 172,465, which currently regulates signage at the LACC and Arena campuses. The overall purpose of this Addendum is to analyze the proposed changes in the development program for the Project site and to determine whether implementation of the Revised Project would result in any new significant environmental impacts, which were not identified in the Final EIR that was certified in 1997. Pursuant to Section 15162 of the CEQA Guidelines, the Addendum, dated March 5, 2009 did not identify any significant new impacts associated with the proposed project, nor did it identify any substantial increases in the severity of previously identified impacts and, as a result, no supplemental or subsequent environmental review is required.

PUBLIC HEARING AND COMMUNICATIONS

A Public Hearing was held for the proposed project on May 11, 2009 at Los Angeles City Hall. Twelve persons signed in (including the applicant, representatives from the Office of the Mayor and the Office of Councilwoman Jan Perry, and the Office of the Chief Legislative Analyst). Nine persons testified. Three of those who testified represented the applicant, one represented the local City Council Office in support of the project, three members of the public spoke in opposition to the project and one member of the public provided general comments regarding the project. Additionally, approximately 35 emails were received expressing opposition to the Project.

The applicant, Pouria Abbassi from the Los Angeles Convention and Exhibition Center as well as a representative from the Office of the Chief Legislative Analyst; a representative from AEG (who would operate the proposed signs pursuant to the approved REA, and legal council for AEG offered a brief presentation on the project and discussed the following merits of the project:

- Amending the existing ordinance would bring the signage provisions into consistency with existing agreements between the City of Los Angeles and AEG with respect to signage operations.
- The signage program proposed would allow for bold thematic marketing of events at the LACC, the Arena and throughout the LA Live campus and would be of particular benefit to the LACC which currently has minimal onsite marketing opportunities.
- The operation of signage would provide a significant revenue source for the LACC and would increase the LACC's ability to attract major events and conventions.
- The signage proposed is consistent with similar signage implemented at the adjacent LA Live campus and throughout the LASED Specific Plan area, which abuts the project site.
- No new electronic or digital signs are proposed that would be visible from nearby freeways.
- The LACC is a unique civic building in that it is intended to generate revenue.

A representative from Council District 9 spoke in support of the project, indicating that the proposal would create unified signage with distinctive and bold messaging, which is important for the ongoing success of the LACC.

Three persons spoke in opposition to the project. Two of these persons are affiliated with Neighborhood Councils elsewhere within the City and one person is affiliated with the Coalition to End Billboard Blight. Issues raised by those who spoke are as follows:

- Placing signs for advertizing on civic buildings sets a dangerous precedent for other civic buildings and may lead to a proliferation of signage on government buildings.

- Signs facing the busy freeway interchange will be dangerous, there is already too much freeway-facing signage in this area.
- The project will appear crass.
- The proposal is out of sync with the City's efforts to better regulate signage.
- A Community Impact Statement is going to be filed by the Studio City Neighborhood Council related to the traffic and aesthetic impacts that would be caused by the project.

One additional person provided general testimony at the hearing (and submitted a corresponding letter). This person commented that the granting of signage rights for the LACC should also allow for the future granting of signage rights at other freeway facing properties in the immediate vicinity.

In addition to the Councilwoman's letter in support of the project (for reasons stated above), and one letter indicating that additional sign rights should be granted surrounding the project site, 35 emails were received in opposition to the project. Similar in reason to the comments listed above by other project opponents, the emails indicated the following reasons for opposition to the ordinance amendment:

- The proposal will be unsightly and will distract from important views of Downtown.
- Advertising signs are inappropriate for public and civic buildings.
Signs facing the freeway will be distracting and dangerous.