



DEPARTMENT OF CITY PLANNING

RECOMMENDATION REPORT

City Planning Commission

Date: November 6, 2025
Time: After 8:30 A.M.
Place: Los Angeles City Hall
Council Chambers, 3rd Floor
200 North Spring Street, Room 340
Los Angeles, CA 90012

The meeting's telephonic number and access code number will be provided no later than 72 hours before the meeting on the meeting agenda published at <https://planning.lacity.gov/about/commissions-boards-hearings> and/or by contacting cpc@lacity.org.

Public Hearing: November 6, 2025
Appeal Status: Sign District may only be appealed if denied, in whole or in part, by any owner or lessee of the District.
Expiration Date: December 29, 2025

Case No.: CPC-2025-5329-SN
CEQA No.: Second Addendum to ENV-2011-585-EIR (SCH No. 2011031049)
Related Cases: none
Council No.: 9 – Price
Plan Area: Downtown
Certified NC: Downtown Los Angeles
GPLU: Public Facilities
Zone: CCA-SN-O
Applicant: City of Los Angeles
City Tourism Department
Doane Liu

PROJECT LOCATION: 1201 S. Figueroa Street (1111–1301 S. Figueroa Street, 1206 W. Pico Boulevard, 1211 W. Pico Boulevard, 1260 S. LA Live Way, 740–1110 Chick Hearn Court, 751 W. 12th Street, Assessor Parcel Number (APN) 5138016908, and APN 5138016909)

PROPOSED PROJECT: An Amendment to the Convention Center and Arena Sign District for modifications of the signage program and other technical updates.

REQUESTED ACTIONS:

1. The City Planning Commission shall consider, based on the whole of the administrative record, that the project was assessed in the previously certified Environmental Impact Report No. ENV-2011-0585-EIR, certified on October 2012 and the Addendum and Joint Analysis dated December 2021; and pursuant to CEQA Guidelines 15162 and 15164, and the Second Addendum dated August 2025, no major revisions are required to the EIR and no subsequent EIR is required for approval of the project;
2. Pursuant to LAMC Section 8.2.3.D., an Amendment to the Convention Center and Arena Sign District (Ordinance No. 188,078).

RECOMMENDED ACTIONS:

1. **Find**, based on the independent judgment of the decision-maker, after consideration of the whole of the administrative record, the project was assessed in the Convention and Event Center Project Environmental

Impact Report EIR No. ENV-2011-0585-EIR, SCH No. 2011031049, certified in October 2012, and the Addendum and Joint Analysis dated December 2021; and pursuant to CEQA Guidelines, Sections 15162 and 15164 and the Second Addendum, dated August 2025, that no major revisions are required to the EIR and no subsequent EIR or negative declaration is required for approval of the project.

2. **Recommend** that the City Council approve an Ordinance for an **Amendment** to the Convention Center and Arena Sign District (Ordinance No. 188,078);
3. **Adopt** the attached Findings.

VINCENT P. BERTONI, AICP
Director of Planning



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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, 200 North Spring Street, Room 532, Los Angeles, CA 90012 (Phone No. 213-978-1300). 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 agendaized 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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Second Addendum to Environmental Impact Report link:

https://planning.lacity.gov/eir/ConventionCntr/second_addendum/Convention_Center_and_Arena_-_Second_Addendum.pdf

PROJECT ANALYSIS

Project Summary

The Los Angeles Convention Center (LACC) serves as a vital economic and cultural asset for the City of Los Angeles and is now poised for a major modernization to enhance its competitiveness as a premier convention destination. In support of this effort, the City has undertaken a multi-year initiative to expand and update the facility. In December 2023, the City Council adopted the Convention Center and Arena Specific Plan and the Convention Center and Arena Sign District to facilitate the Convention Center Expansion and Modernization Project, establishing the regulatory framework for a comprehensive expansion, modernization, and new signage program.

Following the 2023 approvals, the project's scope evolved through additional design development and financing analysis. In September 2025, the City Council authorized the City's commitment to finance and construct the project. As a result of these refinements, an amendment to the previously approved Sign District is now required. The primary changes include adjustments to the size of digital display signs along Figueroa Street; refinements to the design and sizing of the freeway-facing digital display signs on the South Hall Green Wall and the New Hall; and added flexibility for ground-mounted, pedestrian-scale Pillar Signs within Gilbert Lindsay Plaza. The amendment also includes technical updates necessary for consistency with the City's recent Processes and Procedures Ordinance and the Downtown Los Angeles 2040 (DTLA 2040) Zoning Code.

Background

History

The Los Angeles Convention Center has served as the City's primary convention and exhibition facility for more than five decades. The original West Hall opened to the public in 1971, followed by the addition of the South Hall, Concourse Hall, and related improvements in 1993. While the surrounding South Park neighborhood has transformed since that time into a thriving sports and entertainment district, with hotels, the arena, theaters, restaurants, and other attractions, the LACC and adjacent Gilbert Lindsay Plaza have remained largely unchanged. The facility currently provides approximately 720,000 square feet of non-contiguous exhibit space and 147,000 square feet of non-contiguous meeting space. Despite its overall size, the lack of contiguous exhibit space has limited the facility's ability to host large-scale conventions, leading to the loss of major conventions and lost economic opportunities. The Los Angeles Tourism and Convention Board (LATCB) has emphasized that expansion and modernization of the LACC are critical for Los Angeles to compete with peer cities such as San Diego, San Francisco, and Anaheim for large-scale, high-value conventions.

To address these challenges, the City has undertaken a multi-phase effort to modernize and expand the Convention Center. On November 23, 2016, the City Council authorized the Chief Legislative Analyst (CLA) to evaluate a public-private partnership proposal for the Convention Center Modernization and Expansion Project (Price-Wesson, CF #15-1207-S1). In December 2023, the City Council approved the Convention Center and Arena Specific Plan (CCASP) and Convention Center and Arena Sign District (CCASD), authorizing a 700,000-square-foot expansion and creation of a contiguous large-scale exhibit space, the modernization of existing facilities, and a new comprehensive signage program to create a cohesive, iconic identity

Map of Convention Center and Arena Sign District Area



Existing on-site development totals approximately 2.3 million square feet of floor area (as defined by the LAMC). The existing Convention Center facility currently contains approximately 1.5 million square feet of floor area, which provides 886,093 square feet of rentable area for exhibit and meeting use.

Currently, there are three primary exhibition and meeting room structures: the West Hall (constructed in 1971), the South Hall and the Concourse Hall (both constructed in 1993). Parking is provided at ground level below the halls as well as in parking structures to the west and south of the Convention Center. Gilbert Lindsay Plaza, located to the east in front of the Convention Center, is developed as a hard-surfaced plaza with trees and landscaping.

Current signage on the site is comprised of a limited number of wall signs, ground-mounted signage, and wayfinding. Large-scale signage is provided on a temporary basis in the form of building-mounted banners or art installations.

Crypto.com Arena is a sports and entertainment arena building constructed in 1999 located on an approximately 8.5-acre northeast portion of the Project Site, occupying the southwest corner of Figueroa Street and Chick Hearn Court. It is built on City-owned property that has been ground leased and includes 811,108 square feet of floor area with a maximum capacity of 22,000 seats.

Adjacent Uses and Signage

North: To the north of the Project Site, across Chick Hearn Court, is L.A. LIVE, an entertainment, hotel, and residential complex that includes Peacock Theater, JW Marriott, Ritz-Carlton, Ritz-Carlton Residences, the Novo, ESPN Broadcast Facility, Regal Cinemas, the GRAMMY Museum, various restaurants and offices, Xbox Plaza and the L.A. LIVE East Parking Garage and Olympic West Parking Garage. The JW Marriott Hotel and Conference Center Expansion is proposed at

the site of the Olympic West Parking Garage. Chick Hearn Court, adjacent to Crypto.com Arena, is closed off to vehicle traffic and serves as a pedestrian plaza between Crypto.com Arena and L.A. Live. The Chick Hearn Court Plaza and Xbox Plaza both contain large-scale fully animated digital displays and supergraphics.

Digital Displays Along Xbox Plaza



East: To the east of the Project Site, across Figueroa Street, the area is primarily characterized by high-rise residential, hotel, and mixed-use towers that were recently developed or are currently under construction, such as Oceanwide Plaza, Circa, and the Moxy and A/C Hotel development, as well as the City Lights multi-family housing development. Metro's Pico A Line Station is located one block east of the Project Site, just north of the intersection of Pico Boulevard and Flower Street. Further to the east is the South Park neighborhood, with additional residential and mixed-use towers visible from Figueroa Street. The eastern side of Figueroa Street is lined with large-scale fully-animated digital displays along building podiums.

Digital Displays Along Eastern Figueroa Street



South: To the south of the Project Site, the SR-110 and I-10 Freeway interchange is located southwest of the South Hall. Commercial buildings and two multi-family apartment buildings are located on Wright Street, accessed from Venice Boulevard within the SR-110/I-10 freeway

interchange loop. Beyond the I-10 Freeway, a variety of automobile-sales oriented industrial and retail/commercial buildings are located along Figueroa Street.

West: West of the Project Site, the SR-110 Freeway and associated landscape berm serve as the Project Site's western boundary, separating the Project Site from uses west of the freeway with large overpasses and multiple north/south bound travel lanes, medians, and freeway walls. However, several streets cross under the SR-110 provide connections to the Pico Union neighborhood from the Project Site, including Venice Boulevard, Pico Boulevard, Chick Hearn Court/11th Street, and 12th Street. The Pico Union area is comprised of a wide variety of uses, including residential, manufacturing, industrial, and commercial uses, as well as community and governmental buildings. The Pico Union Historic Preservation Overlay Zone (HPOZ) is located within this area.

Land Use Policies

General Plan Framework

The City of Los Angeles General Plan Framework identifies the site and vicinity as within the Downtown Center, considered an international center for finance and trade, the largest government center in the region, and the location for major cultural and entertainment facilities, hotels, professional offices, corporate headquarters, financial institutions, high-rise residential towers, regional transportation, and Convention Center facilities. The Downtown Center is generally characterized by floor area ratios of up to 13:1 and high-rise buildings.

Community Plan and Zoning

The Downtown Community Plan Map designates the Project Site for Public Facilities land uses, which corresponds to a mix of Form Districts from Low Rise to High Rise, the "P2 Public" Use District, FA and N Lot Area Based Density Districts, and the CCA Specific Plan Special District. Consistent with the Public Facilities land use designation, the Project Site is zoned CCA-SN-O, which corresponds to the CCA Specific Plan Zone ("CCA"), Sign District ("SN"), and Oil Drilling District ("O"). As the Project Site is located within the CCA Specific Plan Zone, development standards and land use regulations are governed by the provisions of the CCA Specific Plan, which supersede the applicable regulations of the LAMC Zoning Code. The CCASP establishes the zoning requirements for the Project Site by subarea and is the organizing tool for development standards for the CCA Zone, including provisions related to floor area, building height, setbacks, design, and parking. Furthermore, regulations pertaining to signage on the Project Site are established by the CCA Sign District.

On-Site Related Cases

Convention Center and Arena Specific Plan (formerly Convention and Event Center Specific Plan)

CPC-2019-4572-GPA-VZC-HD-SP-SN: On December 26, 2023, the City Council approved the Convention Center and Arena Specific Plan (Ordinance 188,077) and Convention Center and Arena Sign District (Ordinance 188,078) for the Convention Center Expansion and Modernization Project involving a 700,000 square-foot expansion of the LACC, modernization of the existing Convention Center buildings and campus, and other improvements. The Ordinances became effective February 5, 2024.

CPC-2012-0849-GPA-VZC-SP-SN-DA: In 2012, the City approved a proposal for the construction of an NFL stadium in conjunction with the expansion of the LACC. On November 13, 2012, Ordinance 182,271 became effective establishing a Development Agreement between the City and LA Event Center, LLC and LA Parking Structures, LLC

for development within the Convention and Event Center Specific Plan. On November 25, 2012, several ordinances became effective establishing the following: Ordinance 182,282 established the Convention and Event Center Specific Plan, Ordinance 182,281 established the Convention and Event Center Sign District, Ordinance 182,280 established a Zone Change to CEC from the PF-4D-O and C2-4D-O zone, and corresponding approvals for a General Plan Amendment to change the Regional Commercial land use designation of portions of Staples Center to Public Facilities and to add a footnote establishing the CEC Specific Plan for the reclassification of 12th street as a Local Street. However, this project was not constructed.

Crypto.com Arena (Formerly Staples Center)

CPC-97-0105-CU: On August 20, 1997, a Conditional Use Permit for the Arena Building and the existing Convention Center was approved allow development of the proposed sports complex, and respectively authorizing: (1) the development of the Arena Building on a portion of the Convention Center property and (2) the original Convention Center (north of Pico Boulevard) as a conditional use due to a reduction in the land area of the Convention Center.

Sign District – Crypto.com Arena New Digital Display

DIR-2023-8477-SPP: On May 22, 2024, the Director of Planning approved with conditions a Project Permit Compliance to allow a new 52 square-foot Digital Display at the corner of Figueroa Street and Chick Hearn Court. The new signage is located within the Arena Zone subarea of the CCASD.

Sign District - Arena Freeway Sign Replacement

DIR-2023-2616-SPP: On April 8, 2024, the Director of Planning approved a Project Permit Compliance to replace and upgrade an existing Arena Sign, comprised of two Digital Displays and two wall sign components, with a combined sign area of 7,486 square feet and maximum height of 150 feet, at 1301 Figueroa Street within the Freeway Edge Subarea of the CCASD.

Off-Site Related Cases

JW Marriott Hotel and Conference Center Expansion

CPC-2018-6693-GPA-SP-SPP: On October 8, 2024, Ordinance 188,350 became effective relative to amending the Los Angeles Sports and Entertainment District Specific Plan to allow for an 850-hotel guest room JW Marriott Expansion, in conjunction with: 1) a General Plan Amendment to redesignate the portion of Chick Hearn Court, between Figueroa Street and Georgia Street, from a Modified Collector Street to a Local Street Designation; 2) a Specific Plan Amendment to the LASED Specific Plan (Ordinance No. 174,224); and 3) a Project Permit Compliance Review to construct Convention Center Expansion Uses, including a hotel and conference center, on Development Sites 1a and 1b within the LASED, including a Transfer of Floor Area from Development Site 12 to Development Site 1a, an Equivalency Transfer of permitted Office floor area to Hotel guest rooms, and a ten percent reduction in required parking for the project and all existing uses within the Olympic West and Olympic East Subareas, as well as Crypto.com Arena. The entitlements also included approvals for upgrades of the Crypto.com Arena freeway sign, and new Animated and Static Off-Site advertising signs on the hotel.

DIR-2008-2279-SPP-M3: On September 6, 2022, the City Council denied an appeal and upheld the City Planning Commission approval of a Modification of a Specific Plan Sign Application Compliance for the conversion of a Wall Sign (Sign A9/A10) to an Electronic Message Display on the northeast corner of Building A (1011 South Figueroa Street).

Chick Hearn Court Pedestrian-Scale Signage

DIR-2024-6260-SPP: On February 6, 2025, the Director of Planning approved with conditions a Sign Application Compliance for four pedestrian-scale sign towers, with two 300 square-foot sign faces with Electronic Message Display Signs on each tower for a total of 2,400 square feet of sign area, located within the Chick Hearn Court Pedestrian Plaza within Sign District A-1 of LASED.

Circa Residential Towers (1200 S. Figueroa Street)

DIR-2016-1478-SPPA: On May 12, 2017, the Director of Planning approved Project Permit Adjustments to allow deviations in sign separation distances and an increase in signage area.

DIR-2014-1795-SPPA-SPP and -M1: On November 12, 2014, the Director of Planning approved the following: 1) a Specific Plan Project Permit Compliance Review to allow the construction of an 870,000 square foot mixed-use development with two 36-story, approximately 400 foot tall towers (with 648 residential units, 28,000 square feet of retail space and 20,000 square feet of restaurant space), 2) a Project Permit Adjustment to allow reductions of the residential tower setbacks from the edge of the podium, and 3) a Sign Compliance Review to allow up to 15,656 square feet of signage. On May 12, 2017, the Director of Planning approved the following: 1) a modification to the Project Permit Compliance Review to modify building heights and façade designs, and 2) a modification to a Sign Compliance Review to allow for 31,310 square feet of signage.

Fig and Pico Sign District (1240 S. Figueroa Street)

CPC-2016-4220-SN: On August 15, 2018, the Fig and Pico Sign District (Ordinance 185,666) became effective, which allows for 16,750 square feet of Off-Site Digital Displays and 10,550 square feet of Off-Site Supergraphic Signs. Approvals were granted in conjunction with the development of the Moxy and A/C hotels (approved under related cases CPC-2016-4219-GPA-ZC and CPC-2016-2595-DA-CU-MCUP-CUX-SPR).

Olympia Sign District

CPC-2016-4888-TDR-SN-MCUP-SPR: On February 14, 2019, and June 13, 2019, the City Planning Commission approved a Transfer of Floor Area Rights to the project site, the establishment of the Olympia Sign District, a Master Conditional Use Permit for alcohol sales, and a Site Plan Review for a mixed-use project consisting of three high-rise towers. The City Council and Mayor concurred with the Commission and approved the Transfer of Floor Area Rights and Sign District on November 27, 2019, and December 9, 2019, respectively.

Project Details

The proposed Project involves modifications to the CCA Sign District in conjunction with the larger Convention Center Expansion and Modernization Project, which includes an approximately 700,00 square-foot expansion of the LACC, modernization of the existing Convention Center buildings and campus, and other improvements. The Sign District Amendment would allow for changes to signage approved under the previous CCA Sign District, corresponding with the changes as part of the Convention Center Expansion and Modernization Project.

Rendering of Convention Center Expansion



Convention Center Expansion and Modernization

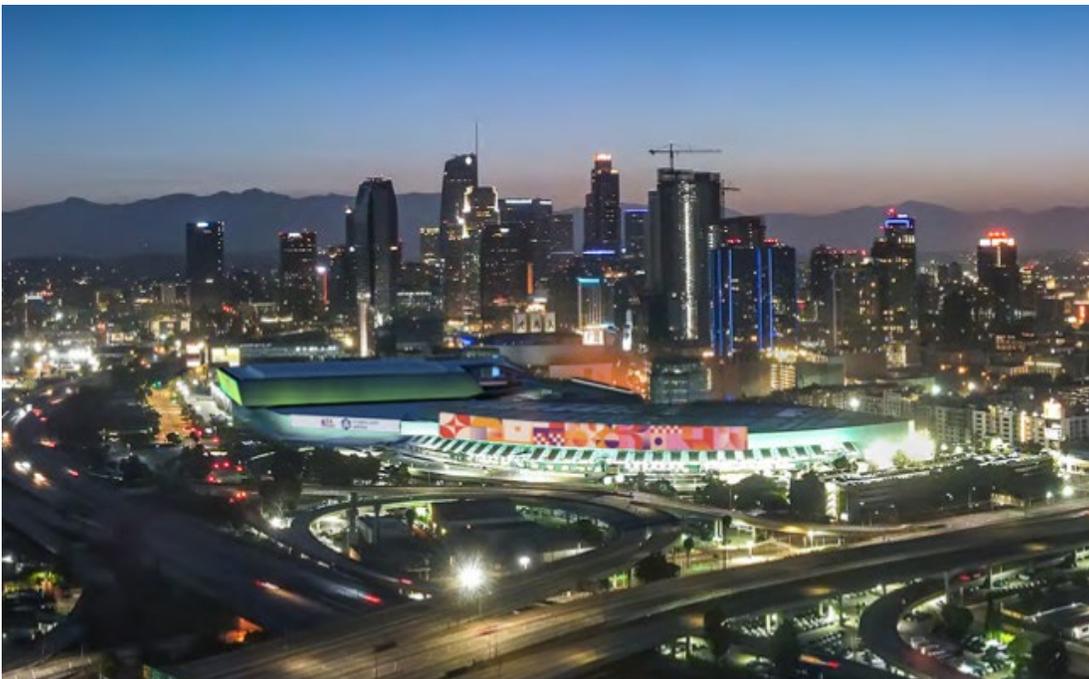
The LACC Expansion includes the construction of a new, state-of-the-art New Hall that will bridge the existing South and West Halls over Pico Boulevard, resulting in over 750,000 square feet of contiguous convention and exhibition space. The New Hall will feature a new lobby along Pico Boulevard, high-quality exhibit space, multi-purpose and meeting room space, exterior event areas, and associated support facilities. The design also includes architectural and pedestrian improvements to the area along Pico Boulevard and below the New Hall, known as Pico Passage, transforming it into a corridor with enhanced lighting, widened sidewalks, improved wayfinding, and dedicated drop-off and bus areas to improve circulation and connectivity. Demolition activities have commenced, and the Convention Center will remain open during construction and will achieve Olympic readiness by Spring 2028 (in time for the LA28 Olympic and Paralympic Games), with final completion expected in Spring 2029. Additional project elements, such as the renovation of Gilbert Lindsay Plaza, a new parking garage on the Bond Street Lot, a new North Lobby and pedestrian bridge connection to the proposed JW Marriott Hotel expansion, were envisioned as part of the Expansion and Modernization Project and are not advancing at this stage, but may be pursued in the future.

Convention Center Signage

On December 26, 2023, the City Council approved the CCASD to express an iconic identity for the Convention Center while visually integrating the site into the Downtown LASED area. Signage would be architecturally integrated into the building and site design, dynamically activate the public realm, provide effective wayfinding, minimize potential traffic hazards, and support the economic vitality of the LACC (for both on-site event marketing and off-site advertising revenue generation). The CCASD is intended to create a unified signage theme, promote the unique convention, tourism, and entertainment character of the district, and support a continuous signage experience between the Convention Center, L.A. LIVE, and adjacent regional tourism, hotel, and entertainment destinations. The proposed standards of the Sign District provide flexibility in design for certain ground-mounted and wall-mounted signage; allow for temporary, supergraphic, and digital display signage promoting Convention Center and Arena events; allow for significant revenue generation through off-site advertising; and set tailored illumination standards.

On September 24, 2025, the Mayor concurred with the City Council's adoption of a revised scope of work for the Convention Center Modernization and Expansion Project, which included revisions to the digital signage previously proposed. In response, an amendment to the CCASD has been prepared to reflect changes in the scope of the Modernization and Enhancement Project. The revised CCASD would allow for a total of 135,693 square feet of signage, including 99,401 square feet of digital signage, 11,352 square feet of static wall signage for the Convention Center and Crypto.com Arena (such as supergraphic wall signs and Pico Passage wall/mural/art signs), 6,955 square feet of existing and proposed identity signage associated with the LACC, and 17,985 square feet of existing and proposed Crypto.com Arena identity signage.

Aerial Rendering of Convention Center Expansion and Revised South Hall Signage

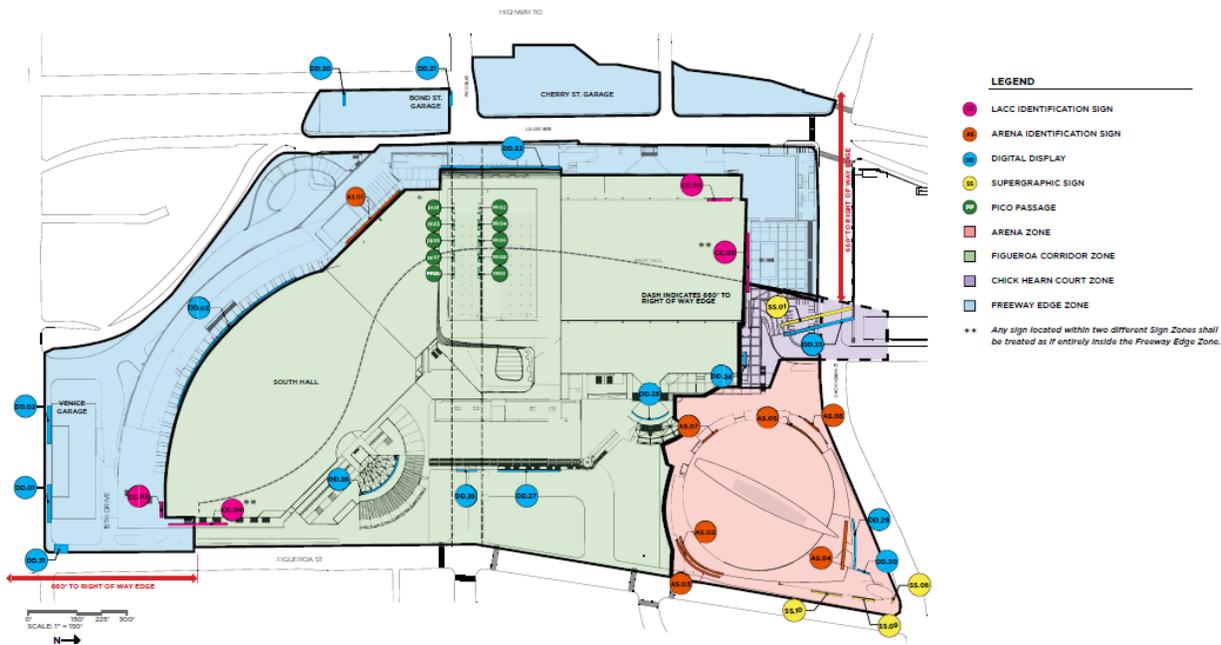


Sign District Boundaries and Zones

The amended Sign District would continue to be divided into four Sign Zones (Arena Zone in red, Chick Hearn Court Zone in purple, Figueroa Corridor Zone in green, and the Freeway Zone in blue in the following figure). The purpose of the Sign Zones is to address the relationship between sign intensity and the uses surrounding each Sign Zone.

The majority of signage would be focused on the building façades along the perimeter of the Project Site, including along Figueroa Street and the Harbor Freeway (SR-110). Other locations that emphasize the placement of signage are along Chick Hearn Court, the Arena, and Pico Boulevard. As a critical gateway connecting the Pico-Union neighborhood to downtown, the Pico Passage would be restricted to artwork or on-site messaging such as Convention Center and building naming identification, temporary signage, wayfinding, art murals, and architectural lighting. Temporary signage would be permitted, which could include banners, or the use of digital elements that normally default to graphic/digital art when not programmed for a LACC event. Smaller-scale directional, pedestrian, and vehicular signage would be placed throughout the entire site as necessary to facilitate access and safety. The types and extent of permitted signage would emphasize the event and entertainment-oriented aspect of the Project Site. Signage typologies would include large-scale temporary event signs or commercial messaging, animated and changeable message digital displays, static wall signs, aerial view signs, projected images, architectural lighting, ground-mounted signage, and wayfinding signs.

Sign District Zones and Signage



Sign District Zones and Amendments

Arena Zone (red area): The Arena Zone allows for existing and proposed signage on the Crypto.com Arena. This includes a total of 3,329 square feet of fully animated Digital Display (blue) along Chick Hearn Court. Illumination would be limited to 300 candelas and would be limited to hours of operation from 6am – 2am. In addition, up to three Supergraphic Signs (yellow) totaling 3,552 square feet along Figueroa Street are permitted. Aerial view signs would also be permitted on the Crypto.com Arena roof.

The proposed Amendment would not make changes to this program, other than minor corrections to the sizing of existing identification signage.

Chick Hearn Court Zone (purple area): If constructed, a future pedestrian bridge over Chick Hearn Court and a future new North Lobby would be permitted up to two fully animated Digital Displays (blue) totaling 6,700 square feet in area. Illumination would be limited to 300 candelas and would be limited to hours of operation from 6am – 2am. Facing westward, if the pedestrian

bridge is constructed, one Supergraphic sign (yellow) up to 5,300 square feet in area would be allowed.

The proposed Amendment would not make changes to this program.

Figueroa Corridor Zone (green area): This Zone permits up to four fully animated Digital Displays totaling 30,540 square feet in area. In parity with the Digital Display signage located along the Figueroa Street corridor immediately to the east of the site at Oceanwide, Circa, and the Moxy and A/C hotels, there would be no limit on hours of operation. Although Oceanwide and Circa have no candela limits, and the Moxy and A/C Hotel has a 500-candela limit at Figueroa, candelas would be limited to 600 candelas at the Convention Center, with further limitations to 300 candelas at the South Hall digital display to address potential lighting impacts. Aerial view signs would also be permitted on the Convention Center roof.

The proposed Amendment would make minor adjustments to the sizes of the Digital Displays, resulting in an overall increase of 872 square feet of Digital Displays for the Zone, and would reduce the maximum candela limit from 300-600 to 240 candelas for nearly all Digital Displays pursuant to a Lighting Study, dated June 2025.

Comparison of Figueroa Corridor Zone Digital Displays

| Sign | Approved dimensions (feet) | Proposed dimensions (feet) | Approved Area (square feet) | Proposed Area (square feet) |
|-----------------------------|----------------------------|----------------------------|-----------------------------|-----------------------------|
| West Hall Lobby DD.25 | 58x160 | 58x129 | 9,280 | 7,482 |
| Concourse Wall (Pico) DD.26 | 40x75 | 38x101 | 3,000 | 3,838 |
| Concourse Wall DD.27 | 53x100 | 38x254 | 5,300 | 9,652 |
| South Hall Lobby DD.28 | 72x180 | 58x180 | 12,960 | 10,440 |
| Total | | | 30,540 | 31,412 |

As shown in the table above, signage at the West Hall and South Hall entrance lobbies has been reduced in size. The revised designs provide improved architectural integration into the façades, respecting the original design by affixing the signs directly to the curtain wall structure. This approach maintains the prominent horizontal datum established by the metal railing, and frames the signage within the building's strong horizontal and vertical elements. Both signs were reduced in size to ensure architectural consistency and integration with these defining features.

The signs along the Concourse Wall have increased in size and have modified height-to-width ratio to enhance economic opportunities for off-site advertising. The Concourse Wall sign above the Pico Boulevard overpass has been redesigned to be affixed flush to the façade, minimizing new architectural elements and maintaining compatibility with the existing design.

The Concourse Wall sign east of Pico Passage has also been refined to address economic, structural, and architectural considerations. The updated concept includes a freestanding structure designed to integrate with the Concourse Hall architecture and provide for pedestrian access along Pico Boulevard.

Rendering of Proposed Figueroa Corridor Zone Digital Displays



As part of the Second Addendum to the Certified Convention and Event Center and EIR, (EIR No. ENV-2011-585-EIR, SCH No. 2011031049), dated August 2025, a subsequent Lighting Study was prepared by Francis Krahe & Associates. The Lighting Study focused on light trespass illuminance and glare impacts on sensitive receptors, such as residences along Figueroa Street, from the changes to signage in the Figueroa Corridor Zone. In order for the signage to not exceed the light trespass illuminance thresholds, the signs will be reduced in brightness, from 300-600 candelas to between 240-300 candelas, and therefore would not result in significant light trespass or glare impacts. The Amendment would require compliance with the candela limitations identified in the study.

Freeway Zone (blue area): The Freeway Zone presents both an opportunity for marketing of the Convention Center and for event advertising. Signage would be static, subject to a minimum eight second refresh rate, and in conformance with the State's Outdoor Advertising Act (OAA) standards for freeway-facing signage, as applicable. Hours of operation would be from 6am – 2am, similar to hours of operation for other freeway-facing signage in the LASED. Three options for signage along the South Hall's "green wall" were approved, to provide for flexibility for the City in determining a design solution in concert with market demands for advertising. Options included two 3,850 sf Digital Displays, up to 17 Digital Displays, each 1,152 sf in size, or a singular 26,400 sf display along the green wall as shown in the following figure. In addition, digital displays would be permitted on the New Hall and on the existing and proposed parking garages. The existing Crypto.com Arena sign near the I-10 freeway is also governed by the regulations of this Zone.

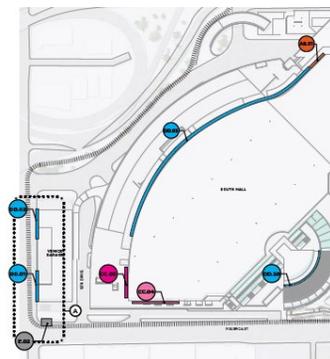
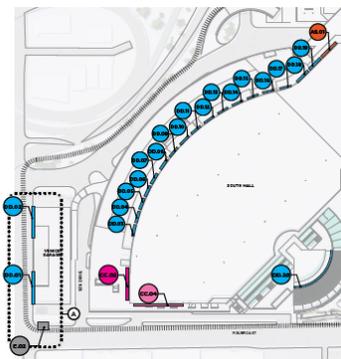
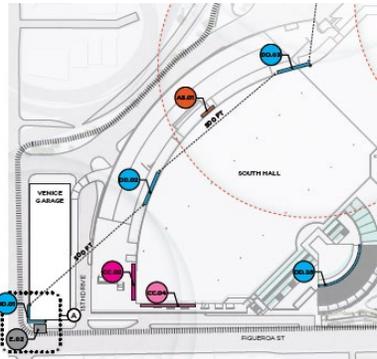
The proposed Amendment would condense the "green wall" program to a single option (most similar to Option C shown in the following figure), increasing the digital display size by 4,566 square feet, and increasing the size of the digital display on the New Hall (Pico Canopy) by 13,870 square feet. Freeway-facing signage would be limited to on-site advertising for the Convention Center, in compliance with the OAA. No changes are proposed to the remainder of the sign program in this Zone. The City is not currently pursuing any signage on parking garages, but is maintaining these signage rights for flexibility for future signage. The Crypto.com Arena sign has been recently updated and is not proposing any further changes.

Approved Freeway Sign Zone Options

Option A

Option B

Option C



The proposed modifications to the Green Wall and Pico Canopy signs reflect continued refinement of the Convention Center’s architectural design, responding to structural, aesthetic, and economic considerations. As the building design evolved, both signs were enlarged and re-proportioned to better align with the scale and geometry of the expanded Convention Center, resulting in improved visual balance and stronger architectural integration. As shown above, the South Hall Green Wall design was initially considered under three different options.

Comparison of Freeway Sign Zone Digital Displays

| Sign | Approved dimensions (feet) | Proposed dimensions (feet) | Approved Area (square feet) | Proposed Area (square feet) |
|------------------------------|----------------------------|----------------------------|-----------------------------|-----------------------------|
| Green Wall DD.3 | 24x48 | 50x483 | 19,584 | 24,150 |
| New Hall (Pico Canopy) DD.22 | 27x190 | 50x380 | 5,130 | 19,000 |
| Total | | | 39,560 | 57,950 |

The refined design consolidates the Green Wall display into a single cohesive sign centered along the curvature of the Green Wall, totaling 24,150 square feet. Sign height was increased to improve the height-to-width ratio, achieving a more balanced and proportionate appearance relative to the large structural span of the façade. The design also incorporates programmable accent light poles along the perimeter, providing a cohesive lighting composition that complements the architectural rhythm and integrates the sign’s illumination with the rest of the structure.

Rendering of Green Wall Digital Display with Accent Lighting



The New Hall (Pico Canopy) sign was initially approved as two smaller sign faces located along portions of the north and west elevations. The revised design consolidates these into a single architectural feature, enlarged to 19,000 square feet and angled to align with the Pico Canopy's form. This approach strengthens the visual connection between the signage and the building, ensuring that the sign appears as an intentional extension of the architecture rather than an applied element. The increased size and refined proportions enhance legibility and design coherence, while maintaining compatibility with the Convention Center's overall contemporary aesthetic.

Rendering of Proposed New Hall (Pico Canopy) Digital Display



Pillar Signs

Under the Figueroa Corridor Sign Zone, pedestrian-scale, ground-mounted Pillar Signs are currently permitted with a maximum sign area of 80 square feet and a height of 12 feet. Within the Arena Sign Zone, Pillar Signs are permitted up to 100 square feet in area and 12 feet in height, with up to nine pillar signs allowed to reach 20 feet in height. While the Arena Zone permits these taller pillar signs to include up to 80 square feet of Digital Display area, Digital Display elements are not currently allowed on Pillar Signs within the Figueroa Corridor Zone.

To ensure design consistency and modernize wayfinding and branding opportunities along the Figueroa frontage, modifications are proposed as part of the Amendment to allow limited Digital Displays on Pillar Signs within the Figueroa Corridor Zone. This change would promote a cohesive visual identity across both Sign Zones, enhance pedestrian and visitor engagement, and reflect the technological character of the Convention Center and the LASED, while still maintaining appropriate scale, lighting controls, and contextual sensitivity.

Other Technical Modifications

The existing CCASD was approved by the City Council on December 13, 2023, and became effective on February 5, 2024. Within this period, the City's Processes and Procedures Ordinance (Ordinance No. 187,712), which reorganized and streamlined the City's zoning and land use entitlement procedures, took effect on January 22, 2024. This ordinance established Chapter 1A of the Los Angeles Municipal Code (LAMC), restructuring various zoning provisions previously located in Chapter 1. Following adoption of the Sign District, the City Council also approved the Downtown Community Plan Update (DTLA 2040), which became effective on January 27, 2025.

While the Community Plan update did not alter the existing Sign District regulations, it introduced updated signage standards for the Downtown area under LAMC Chapter 1A, Section 4C.11 (Signs). The current Sign District, however, still references the former signage code under LAMC Chapter 1, Section 14.4 (Signs). Accordingly, technical amendments are now recommended to align the Sign District's references, definitions, and procedures with the updated citywide Processes and Procedures Ordinance and the DTLA 2040 Community Plan to ensure consistency with the current zoning framework. This includes updates to the definitions and typologies of signage to be consistent with the new Chapter 1A Zoning Code. In addition, the definition of On-Site and Off-Site Signs has been updated to be consistent with the adjacent LASED Specific Plan, to tailor the definitions to the unique Convention Center and Arena uses.

Issues

Public Comments

Planning Staff has received one written comment from a member of the public regarding the proposed Amendment to the Sign District. They expressed general opposition, primarily based on concerns related to sign brightness and nighttime light trespass onto nearby residential properties from existing signs within the LASED.

It should be noted that at the time that the signage regulations were established under the adjacent LASED Specific Plan, that no candela limits on signage were imposed. In contrast, the CCASD has explicit limitations on sign illumination and incorporates recommendations from lighting studies to minimize impacts on nearby sensitive uses.

Conclusion

The proposed Amendment to the Convention Center and Arena Sign District aligns the signage program with the revised scope of the Convention Center Expansion and Modernization Project and includes technical updates for consistency with the City's updated Zoning Code. The proposed refinements to the signage program improve design quality, functionality, and consistency with surrounding development. Furthermore, the proposed off-site advertising is a critical source of revenue to support construction of the expansion, ensuring the project's financial feasibility. By modernizing and unifying the Convention Center's visual identity, the Sign District will also enhance wayfinding, visitor experience, and the facility's role as a premier civic and economic destination. In consideration of the context of development patterns within the designated Downtown Center area, lighting standards to limit light trespass, and in consideration of the substantial benefits associated with the proposed Convention Center Expansion, Staff recommends approval of the proposed Amendment to the Sign District.

FINDINGS

A. ENTITLEMENT FINDINGS

SIGN DISTRICT FINDINGS

- 1. The Sign District Amendment substantially conforms with the purposes, intent and provisions of the General Plan.**

The City-initiated Sign District Amendment is in substantial conformance with the purposes, intent, and provisions of the General Plan, as explained below:

General Plan Land Use Designation:

The Project Site is located within the Downtown Community Plan area, effective January 27, 2025. The 68-acre irregularly shaped Project Site is generally bound by Chick Hearn Court to the north, Figueroa Street to the east, Venice Boulevard to the south, and the Caltrans right-of-way adjacent to the SR-110 Harbor Freeway to the west. The Project Site includes the existing Convention Center (including the South Hall, the West Hall, the Concourse Hall, the Venice Garage, the Bond Street Surface Lot and the Cherry Street Garage) and the Crypto.com Arena located at the northeast portion of the site. The Community Plan designates the site for Public Facilities land uses and has a mix of various Form Districts, the “P2 Public” Use District, FA and N Lot Area Based Density Districts, and the CCA Specific Plan Special District. The Project Site is zoned CCA-SN-O, for the CCA Specific Plan Zone (“CCA”), Sign District (“SN”) and Oil Drilling District (“O”).

The Project would make amendments to the Convention Center and Arena Sign District (CCASD) to allow for a total of 135,693 square feet of signage, including 99,401 square feet of digital signage, 11,352 square feet of static wall signage for the Convention Center and Crypto.com Arena (such as supergraphic wall signs and Pico Passage wall/mural/art signs), 6,955 square feet of existing and proposed identity signage associated with the Los Angeles Convention Center (LACC), and 17,985 square feet of existing and proposed Crypto.com Arena identity signage. The Amendment has been initiated in response to changes in scope to the Convention Center Modernization and Enhancement Project (CF 15-1207-S1), which involves the modernization and expansion of the LACC, featuring an approximately 700,000 square-foot New Hall building which would connect the existing South and West Halls over Pico Boulevard. The New Hall building would include new exhibit hall space resulting in over 750,000 square feet of contiguous convention facilities; meeting rooms in support of convention functions; an iconic atrium and lobby; and a rooftop multi-purpose hall with sweeping views of Downtown Los Angeles. As economic conditions and other considerations have result in changes, signage has continued to play an important role in the financing of the LACC Expansion as well as being an important factor in the overall vision and placemaking of the LACC.

General Plan Text:

The Los Angeles General Plan sets forth goals, objectives and programs that guide both citywide and community specific land use policies. The General Plan is comprised of a range of State-mandated elements, including, but not limited to, Land Use, Transportation, Noise, Safety, Housing and Conservation. The City’s Land Use Element is divided into 35 community plans that establish parameters for land use decisions within those sub-areas of the City. The Project is in compliance with the following Elements of the General Plan: Framework Element and the Land Use Element – Downtown Community Plan.

Framework Element. The General Plan Framework (Framework Element), adopted in December 1996, establishes the City's long-range comprehensive growth strategy, and provides guidance on Citywide land use and planning policies, objectives, and goals. The Framework defines Citywide policies for land use, housing, urban form and urban design, open space and conservation, transportation, infrastructure, and public spaces. The Sign District Amendment is consistent with the goals, objectives, and policies of the General Plan Framework.

The Framework's Long-Range Diagram identifies the Project Site as located within the Downtown Center, defined therein as an international center for finance and trade, the largest government center in the region, and the location for major cultural and entertainment facilities, hotels, professional offices, corporate headquarters, financial institutions, high-rise residential towers, regional transportation, and Convention Center facilities. The Downtown Center is generally characterized by floor area ratios up to 13:1 and high-rise buildings.

Land Use

Within the Land Use chapter of the Framework Element, the following goals, objectives, and policies relevant to the Downtown Center are:

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 Project Site is located within an area designated as Downtown Center in the Framework Element. The Downtown Center is defined therein as "the largest government center in the region" and an "international center for finance and trade" with a worldwide market. It is intended to be the high-density center of the City and hub of regional transportation. It is also "the location for major cultural and entertainment facilities, hotels, professional offices, corporate headquarters, financial institutions, high-rise residential towers, regional transportation, and Convention Center facilities." Land uses encouraged within the Downtown Center include major visitor and convention facilities, corporate and professional offices, offices, telecommunications centers, hotels, and major cultural and entertainment facilities.

The proposed project involves amendments to the previously approved CCASD, established to express an iconic identity for the Convention Center while visually integrating the site into the Downtown LASED area. The amendments are proposed in response to both City Council action in approving revisions to the scope of the larger Convention Center Modernization and Enhancement Project and evolving market conditions. Signage has been identified as critical to the development of the Modernization and Enhancement Project both visually and economically. Signage standards have been developed that would require signage to be architecturally integrated into the building and site design, dynamically activate the public realm, provide effective wayfinding, minimize potential traffic hazards, and support the economic vitality of the LACC (for both on-site event marketing and off-site advertising revenue generation). The CCASD is intended to create a unified signage theme, promote the unique convention, tourism, and entertainment character of the district, and support a continuous signage experience between the Convention Center, L.A. LIVE, and adjacent regional tourism, hotel, and entertainment destinations. The proposed standards of the Sign District provide flexibility in design for certain ground-mounted and wall-mounted signage; allow for temporary, supergraphic, and digital display signage promoting Convention Center and arena events; allow for significant revenue generation through off-site advertising; and set tailored illumination standards.

The LACC Expansion and Modernization Project and associated Sign District are consistent with and supports the further development of the Downtown Center as an international center for finance and trade, and the location for major cultural and entertainment facilities and hotels, as described in the Framework Element.

Urban Form and Neighborhood Design

Within the Urban Form and Neighborhood Design chapter of the Framework Element, the following policies would be applicable to the Sign District Amendment:

Objective 5.1. Translate the Framework Element's intent with respect to citywide urban form and neighborhood design to the community and neighborhood levels through locally prepared plans that build on each neighborhood's attributes, emphasize quality of development, and provide or advocate "proactive" implementation programs.

Objective 5.2. Encourage future development in centers and in nodes along corridors that are served by transit and are already functioning as centers for the surrounding neighborhoods, the community or the region.

Policy 5.2.1. Designate centers and district in locations where activity is already concentrated and/or where good transit service is, or will be provided.

Policy 5.2.2. Encourage the development of centers, districts, and selected corridor/boulevard nodes such that the land uses, scale and built form allowed and/or encouraged within these areas allow them to function as centers and support transit use, both in daytime and nighttime. Additionally, develop those areas so that they are compatible with surrounding neighborhoods, as defined generally by the following building characteristics:... The built form of regional centers will vary by location... Nevertheless, regional centers should contain pedestrian-oriented areas, and incorporate the pedestrian-oriented design elements...

By enabling architecturally integrated signage that highlights the tourism and entertainment character of the Project area, the proposed Sign District Amendment directly supports **Objective 5.1** of the Framework Element, which calls for locally prepared plans that build on neighborhood attributes and emphasize high-quality design. The Amendment builds upon the established identity of the Convention Center and adjacent entertainment venues by providing cohesive, well-designed signage that activates the public realm and enhances Downtown's image as a global destination. Consistent with Objective 5.2 and Policy 5.2.1, the Sign District is located in the Downtown Center, a regional hub served by extensive transit and already functioning as a major activity center. The Amendment leverages this transit-accessible location to promote pedestrian-oriented design, wayfinding, and economic vitality, including generating revenue to support the Convention Center Expansion and Modernization Project. In alignment with Policy 5.2.2, the signage program supports a lively, safe, and visually engaging environment that complements surrounding hotels, retail, and entertainment uses both day and night through tailored illumination and design standards. Accordingly, the proposed Sign District Amendment advances Objectives 5.1 and 5.2 and Policies 5.2.1 and 5.2.2 of the Framework Element by reinforcing Downtown's role as a dense, transit-oriented, pedestrian-friendly regional center characterized by high-quality urban design.

Downtown Community Plan. The Downtown Community Plan is the guide to future development within Downtown. It is intended to promote an arrangement of land uses, streets and services that will encourage and contribute to the health, safety, welfare and convenience of

the people who live and work in the Community. The Community Plan is also intended to guide development in order to create a healthful and pleasant environment.

The Sign District Amendment would be consistent with the following goals and policies of the Community Plan:

LU Goal 1: A sustainable, innovative, and diversified Downtown for all that offers a full range of opportunities and experiences.

LU 1.4 Support the expansion of uses that provide access to arts, culture, and entertainment for people throughout the region.

LU Goal 6: A broad-based economy that leverages Downtown's central location, land use mix, and infrastructure to foster a diversity of industry sectors and business sizes.

LU 6.4: Support efforts to expand Convention Center business and position the City to host world class events like the Olympic Games.

LU 22.20: Support expansion of and improvements to the Los Angeles Convention Center, including streetscape enhancements and existing and future plazas on the site, to foster maximum urban activity and economic impact of the visitor and convention sector.

LU 50.1: Promote Downtown as an attractive home for civic, cultural, and other institutional uses to reinforce the area's identity.

LU 50.2: Diversify land uses to encourage a broad range of activities and expanded businesses hours.

Development within the Project Site, including the LACC, Crypto.com Arena, and the adjoining LASED, including L.A. LIVE, has been a pivotal element in the redevelopment of Downtown Los Angeles, establishing a distinct identity as a regional tourism, cultural, sports, and entertainment center complemented by an expanding residential community. The expansion and modernization of the Convention Center, together with the associated Sign District Amendment, would further enhance these critical uses and support Downtown's continued growth as a vibrant, mixed-use urban core (LU Goal 1, LU 1.4).

The Downtown Community Plan recognizes the essential role of the LACC and associated entertainment venues in driving commercial activity in Downtown and in the City. The proposed expansion, modernization, and signage program would directly implement LU 6.4, by supporting efforts to expand Convention Center business and positioning the City to host world-class events, including the 2028 Olympics. The Sign District Amendment is integral to this objective, enabling signage that facilitates wayfinding, activates the public realm, and provides opportunities for both on-site and off-site advertising revenue, which in turn supports the financial viability of the expanded Convention Center (LU Goal 6, LU 22.20).

The modernized LACC, in conjunction with the Sign District, would stimulate additional economic activity, including increased business, retail, development, and employment opportunities for residents in the surrounding area. By attracting more visitors to the Project Site, the expansion and signage program would further complement the tourism, hotel, and entertainment industries throughout Downtown and the City, consistent with policies promoting diversified land uses and extended business hours (LU 50.2). The Project would also foster a continuous pedestrian-oriented environment, creating synergy among the LACC, L.A. LIVE, Crypto.com Arena, and the proposed JW Marriott Hotel and Conference Center Expansion, further reinforcing Downtown as a 24-hour destination for living, working, and recreation (LU 50.1, LU 50.2).

The Sign District Amendment supports the Downtown Community Plan's goals by providing a comprehensive, flexible, and context-sensitive signage program. The signage standards are designed to be architecturally integrated, enhance the public realm, support wayfinding, and safely manage illumination and dynamic elements. These regulations promote a cohesive visual identity across the Project Site while reinforcing the Convention Center and surrounding entertainment venues as a major cultural, tourism, and convention hub, consistent with LU 1.4, LU 6.4, LU 22.20, LU 50.1, and LU 50.2.

The proposed Sign District Amendment advances the Downtown Community Plan's vision for a sustainable, innovative, and diversified Downtown that supports cultural, entertainment, and tourism uses, strengthens economic development, and fosters an engaging, pedestrian-friendly urban environment (LU Goal 1, LU Goal 6, LU 50.1).

The City-initiated Sign District Amendment is therefore in substantial conformance with the purposes, intent, and provisions of the General Plan.

2. The proposed Sign District Ordinance is in conformity with public necessity, convenience, general welfare, and good zoning practice.

The proposed Sign District Amendment for the Los Angeles Convention Center Expansion Project is in conformance with public necessity, convenience, general welfare, and good zoning practice.

The City-initiated Sign District Amendment is designed to advance the revitalization of the Los Angeles Convention Center and to attract additional convention, entertainment, and tourism activity to Downtown Los Angeles. By fostering a cohesive and vibrant visual identity, the Amendment supports the City's long-term goal of maintaining Downtown as the region's preeminent economic, governmental, and cultural hub. The Amendment will further enhance the surrounding area by allowing context-sensitive, innovative, and architecturally integrated signage that reflects the area's role as a major destination for sports, entertainment, and conventions.

The unique characteristics of the Sign District will be reinforced through customized sign regulations designed to enhance the distinctive identity of the Convention Center and Arena area. The Sign District proposes a comprehensive and context-driven signage program for the approximately 68-acre Project Site, immediately adjacent to Crypto.com Arena, L.A. LIVE, and the Los Angeles Sports and Entertainment District. The program includes dynamic and static signage that complements existing illuminated façades and architectural lighting, furthering the pedestrian-oriented and entertainment-focused character of the district.

Consistent with similar Downtown sign districts, such as the LASER, Figueroa and Pico, and Olympia Sign Districts, the proposed signage will serve both functional and placemaking roles - providing wayfinding, identity, and visual activation at street level, while integrating advertising and sponsorship opportunities. The Sign District would permit an appropriate mix of sign types, such as digital displays, architectural accent signs, and pedestrian-oriented signage, each regulated for area, height, location, and illumination to ensure visual order and architectural compatibility. All signage will be designed as part of a unified aesthetic framework, contributing to the Project's role as a world-class convention, entertainment, and tourism venue.

The Sign District will strengthen the economic vitality of Downtown by attracting conventions, visitors, and investment, thereby supporting local businesses, retail, hospitality, and entertainment venues. In addition, the off-site advertising will generate revenue to help support the costs of the Convention Center expansion. The site's proximity to major transit corridors, including Metro rail and bus lines, aligns with the City's goals for sustainable, transit-oriented

development. The Sign District complements these transportation investments by enhancing visual wayfinding and establishing an identifiable sense of arrival for visitors.

The proposed signage regulations reflect good zoning practice by establishing comprehensive standards for sign design, illumination, animation, hours of operation, and placement. The District is divided into four zones (the Arena Zone, Chick Hearn Court Zone, Figueroa Corridor Zone, and Freeway Zone) each calibrated to balance sign intensity with the surrounding context and uses. Design and performance standards include limitations on sign area, spacing, brightness, and refresh rates; and mandatory nighttime dimming protocols to protect traffic and pedestrian safety.

The July 2025 Lighting Study evaluated sign brightness, illumination levels, and operational parameters and recommended measures that have been incorporated into the Amendment. The Sign District includes requirements for illumination plans, periodic testing, and updates for any future deviation or new lighting technology. Collectively, these standards ensure signs remain visually engaging while minimizing light spillover or adverse aesthetic impacts.

All proposed signage will be architecturally integrated into building façades or designed as complementary freestanding elements, maintaining compatibility with the form, scale, and materials of surrounding structures. The regulations will encourage creative, well-designed signage that contributes positively to Downtown's visual environment and reinforces the distinctive identity of the Convention Center, Crypto.com Arena, and L.A. LIVE as interconnected components of a cohesive entertainment and convention district.

The Amendment supports the objectives of the City's signage codes by maintaining neighborhood aesthetics, protecting traffic safety, and ensuring that new signs enhance the overall design quality of the built environment. As part of a coordinated visual program, the signage will help establish the Project area as an identifiable and attractive Downtown destination while preserving public views, minimizing clutter, and ensuring orderly sign development.

The proposed Sign District Amendment meets all technical criteria under Los Angeles Municipal Code Section 8.2.3. The District includes only properties within the Convention Center and Arena (CCA) Zone, encompasses more than one block and over three acres, and consists entirely of contiguous parcels. The Amendment was initiated by the City in September 2025.

The proposed Sign District Amendment will advance the goals of the General Plan and the Downtown Community Plan by promoting placemaking, economic vitality, and a high-quality urban environment. The Amendment will result in orderly, well-regulated signage that enhances the visual character of the Project area, supports pedestrian and visitor orientation, and maintains compatibility with surrounding entertainment and tourism uses. Therefore, the proposed Sign District Amendment conforms to the public necessity, convenience, and general welfare, and reflects good zoning practice.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) FINDINGS

Background

Pursuant to the California Environmental Quality Act, Public Resources Code Sections 21000 et seq. (CEQA) and the State CEQA Guidelines, Title 14, California Code of Regulations, Sections 15000 et seq. (CEQA Guidelines), in October 2012, the City of Los Angeles (City), acting as lead agency, certified an Environmental Impact Report (EIR) for the Convention and Event Center Project (ENV-2011-585-EIR, State Clearinghouse No. 2011031049) (Certified EIR). The Certified EIR analyzed a project (Convention and Event Center Project) that included (a) construction of a multi-purpose entertainment and sports venue (Event Center); (b) construction of replacement exhibit and meeting hall space to modernize and expand the Convention Center (New Hall); (c)

development of other site improvements, including renovation of the existing Gilbert Lindsay Plaza, development of the “Pico Passage”, construction of two new parking garages at Bond Street and at L.A. Live Way, and construction of two elevated pedestrian bridges; and (d) other improvements. The City found that the Certified EIR was completed in compliance with CEQA and State and City CEQA Guidelines, and adopted findings and a Mitigation Monitoring and Reporting Program.

Subsequently, the City prepared a First Addendum to the Certified EIR, dated December 2021, to analyze the potential impacts of proposed modifications to the project analyzed under the 2011 EIR, including removal of the proposed Event Center, and a revised design for the Convention Center (Convention Center Expansion and Modernization Project, or the Approved Project). The Approved Project consisted of the following major components:

- Construction of the New Hall built in part over Pico Boulevard and directly connecting the Convention Center’s existing South and West Halls. The New Hall would include a new lobby off Pico Boulevard, new high-quality convention center exhibit hall space, multi-purpose space, meeting room space, exterior event space, and support space.
- Construction of a new West Hall Lobby and potentially a pedestrian bridge across Chick Hearn Court to connect the Convention Center to a proposed JW Marriott Hotel Expansion (not a part of the project).
- Renovation of Gilbert Lindsay Plaza to provide improved multi-use open spaces and enhanced pedestrian connections.
- Development of a new parking garage at Bond Street to replace the existing Bond Street Surface Lot (the Bond Street Garage) along with a driveway bridge over Pico Boulevard connecting the Bond Street Garage to the existing Cherry Street Garage.
- Implementation of additional enhancements, including “Pico Passage,” relocation of bus arrival facilities, realignment of back-of-house service areas, and implementation of a comprehensive signage program.

Under the Approved Project, the Event Center would not have been constructed. In order to implement the Approved Project, a series of street vacations by the City are required, including subsurface, surface and airspace vacations at specified locations along Pico Boulevard, L.A. LIVE Way, Chick Hearn Court, and Bond Street.

In addition to the City’s analysis of whether the project triggered any of the circumstances set forth in Public Resources Code, Section 21166 or CEQA Guidelines, Section 15162 requiring a subsequent or supplemental EIR, the City also prepared a joint analysis (the Joint Analysis) to analyze the combined impacts that could result from development of the Convention Center Expansion and Modernization Project and a separate yet related project, expansion of the JW Marriott Hotel at LA LIVE (JW Marriott Hotel and Conference Center Expansion Project), which would be across the street from the project. The Joint Analysis demonstrated that the environmental impacts of concurrent development of the Convention Center Expansion and Modernization Project and the JW Marriott Hotel and Conference Center Expansion Project (as analyzed in the Eighth Addendum to ENV-2000-3577-EIR, State Clearinghouse No. 2000091046) have already been accounted for in the EIRs certified for the Project and the Los Angeles Sports and Entertainment District Specific Plan.

The Convention Center Expansion and Modernization Project (Approved Project) and the First Addendum to the Certified EIR were approved by the City Council in June 2022. Subsequently, a Second Addendum, dated August 2025, was prepared to document and analyze the environmental impacts from revisions to the Approved Project that have been made since June 2022 (Modified Project).

Revisions under the Modified Project include:

- Minor revisions to the scope of floor area to be developed (primarily a decrease in the square footage of meeting rooms and an increase in floor area dedicated to pre-function/lobby/circulation, support, catering, and restrooms).
- Revisions to the construction schedule, with the construction of a new West Hall lobby and parking structures, and renovations of Gil Lindsey Plaza, to be completed at a potential future date.
- Revisions to the configuration of Pico Boulevard traffic lanes, the inclusion of a new on-street bike lane for Pico Boulevard, and updates to traffic mitigation.
- Revisions to certain signage sizes and locations.

CEQA Authority for an Addendum

CEQA establishes the type of environmental documentation required when changes to a project occur after an EIR is certified. Specifically, Section 15164(a) of the CEQA Guidelines states that: *“The lead agency or responsible agency shall prepare an addendum to a previously certified EIR if some changes or additions are necessary but none of the conditions described in Section 15162 calling for preparation of a subsequent EIR have occurred.”*

Sections 15162 and 15163 of the CEQA Guidelines respectively require preparation of a Subsequent or Supplemental EIR when an EIR has been certified and one or more of the following circumstances exist:

1. Substantial changes are proposed in the project which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects;
2. Substantial changes occur with respect to the circumstances under which the project is undertaken, which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects; or
3. New information of substantial importance, which was not known and could not have been known with the exercise of reasonable diligence at the time the previous EIR was certified as complete or the negative declaration was adopted, shows any of the following:
 - a. The project will have one or more significant effects not discussed in the previous EIR or negative declaration;
 - b. Significant effects previously examined will be substantially more severe than shown in the previous EIR;
 - c. Mitigation measures or alternatives previously found not to be feasible would in fact be feasible, and would substantially reduce one or more significant effects of the project, but the project proponents decline to adopt the mitigation measure or alternative; or
 - d. Mitigation measures or alternatives which are considerably different from those analyzed in the previous EIR would substantially reduce one or more significant effects on the environment, but the project proponents decline to adopt the mitigation measure or alternative.

Likewise, California Public Resources Code Section 21166 states that no subsequent or supplemental environmental impact report shall be required by the lead agency or by any responsible agency, unless one or more of the following events occur:

1. Substantial changes are proposed in the project which will require major revisions of the environmental impact report;
2. Substantial changes occur with respect to the circumstances under which the project is being undertaken which will require major revisions in the environmental impact report; or
3. New information, which was not known and could not have been known at the time the environmental impact report was certified as complete, becomes available.

As demonstrated in the Second Addendum, the Modified Project's impacts would be within the envelope of impacts as already evaluated in the Certified EIR and First Addendum. All the Modified Project's environmental impacts would be the same or less than those identified for the Approved Project in the Certified EIR and First Addendum. The Modified Project would not result in any new significant impacts, nor would it substantially increase the severity of any previously anticipated significant impacts set forth in the Certified EIR and First Addendum. No substantial changes would occur with respect to the circumstances under which the Modified Project is undertaken that will require major revisions of the Certified EIR and First Addendum due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects.

Additionally, the Second Addendum supplements the information necessary for evaluation of the Modified Project and does not present new information of substantial importance which would create one or more significant effects not previously disclosed or increase the severity of the significant events already evaluated in the Certified EIR and First Addendum. In addition, all the applicable mitigation measures included as part of the Certified EIR and First Addendum would continue to be implemented under the Modified Project, with minor modifications to the mitigation measures to reflect the Modified Project as set forth in the Second Addendum. Additionally, there are no known mitigation measures or Project alternatives that were previously considered infeasible but are now considered feasible that would substantially reduce one or more significant effects on the environment identified in the Certified EIR and First Addendum.

Based on this determination, the Modified Project does not meet the criteria for preparation of a Supplemental or Subsequent EIR pursuant to Sections 15162 and 15163 of the CEQA Guidelines.

CEQA Findings

Pursuant to CEQA, the City serves as the lead agency with respect to the Modified Project in connection with the subject City actions. Accordingly, the City (a) has considered the Certified EIR, Addenda, Joint Analysis, and other pertinent evidence in the record, including studies, reports, and other information from qualified experts (collectively the Environmental Documents) and the environmental effects of the Modified Project as set forth in the Environmental Documents, and (b) makes the following findings:

Based on the independent judgment of the decision-maker, after consideration of the whole of the administrative record, the project was assessed in the Convention and Event Center and EIR, EIR No. ENV-2011-585-EIR, SCH No. 2011031049, certified on October 2012; and pursuant to CEQA Guidelines 15162 and 15164, and the First Addendum and Joint Analysis dated December 2021, and Second Addendum dated August 2025, that no major revisions are required to the EIR and no subsequent EIR is required for approval of the project.

Record of Proceedings

The record of proceedings for the decision includes the Record of Proceedings for the CEQA Findings for the Certified EIR, all items in the Addenda files, and all written and oral information

submitted at the hearing on this matter. The documents and other materials that constitute the record of proceedings on which the City of Los Angeles' CEQA Findings are based are located at the Department of City Planning, 221 N. Figueroa Street, Suite 1350, Los Angeles, CA 90021, and any other relevant City department.

CPC-2025-5329-SN

EXHIBIT A

Proposed Sign District
Amendment Ordinance

November 6, 2025

ORDINANCE NO. _____

CONVENTION CENTER AND ARENA SIGN DISTRICT

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An ordinance amending and restating the ~~sign district formerly known as the Convention and Event Center Sign District (Ordinance No. 182,281) and hereafter known as the~~ Convention Center and Arena Sign District ([Ordinance No. 188,078](#)) as defined in Section 1.A. of this Ordinance (Sign District), pursuant to the provisions of Section ~~13.11~~[8.2.3.D](#) of the Los Angeles Municipal Code (LAMC).

~~**WHEREAS**, the development of STAPLES Center Arena (now named Crypto.com Arena) (Arena) and the Los Angeles Sports and Entertainment District (LASED) projects have served as a catalyst for the removal of blight and renewed interest and investment in the Central City Community Plan area as a key business, entertainment, and cultural destination and have enlivened the Los Angeles Convention Center (Convention Center) and increased its attendance and events;~~

~~**WHEREAS**, in ~~October 2012~~[December 2023](#), the City Council approved entitlements, including the Convention ~~and Event Center~~ [and Arena](#) Specific Plan (Existing Specific Plan), for ~~a project to construct an event center intended to host a National Football League team on the site of the existing West Hall (Event Center), construct replacement exhibit and meeting hall space to modernize and expand the Convention Center~~[the expansion and modernization of the Los Angeles Convention Center \(Convention Center\)](#); ~~and develop other site~~~~

~~improvements~~, including implementation of a comprehensive signage program pursuant to the Convention ~~and Event Center~~[Center and Arena](#) Sign District (Existing Sign District);

~~**WHEREAS**, the entitlements for the Convention and Event Center project were approved but not effectuated because, among other things, the Event Center is no longer proposed to be constructed;~~

~~**WHEREAS**, the Existing Specific Plan has been amended and restated, and is now known as the~~ Convention Center and Arena Specific Plan, ~~to~~ provides [for](#) the expansion and modernization of the Convention Center to provide enhanced opportunities for conventions and trade shows, other major events, tourism, and similar or related uses;

WHEREAS, development in accordance with the Convention Center and Arena Specific Plan will enhance the social, cultural, and economic goals of the City of Los Angeles (City); will expand the economic base of the City by providing additional employment opportunities and additional revenues to the region; and will specifically enhance the existing Convention Center and Crypto.com Arena ([Arena](#)) and the future Convention Center development by providing public gathering places and a pedestrian friendly environment;

WHEREAS, expansion and modernization of the Convention Center will encourage additional urban infill and public-transit oriented redevelopment, including hotels, multi-family residential, office and retail projects on and around Figueroa Street, and will further support the momentum which is transforming the ~~Central City~~[Downtown](#)

Community Plan area into a world class business, entertainment, and cultural hub;

WHEREAS, unique and vibrant signage within the Sign District continues to be required in the Convention Center and Arena Sign District both to attract visitors to the ~~Central City~~Downtown Community Plan area and to attract investment required to carry out the Convention Center expansion and modernization; and

WHEREAS, this ordinance has been developed in conjunction with and in furtherance of the Convention Center and Arena Specific Plan and includes certain modifications to the Existing Sign District to reflect ~~the removal of a substantial volume of signage previously proposed for the Event Center~~modifications to the design and scope of signage, and other technical amendments, ~~to add areas and signage options within the Sign District and~~ to better tailor the program to ~~a project focused exclusively on~~the expansion and enhancement of the Convention Center and to continue existing signage rights at the Arena.

NOW, THEREFORE,

**THE PEOPLE OF THE CITY OF LOS ANGELES
DO ORDAIN AS FOLLOWS:**

SECTION 1. ESTABLISHMENT OF THE CONVENTION CENTER AND ARENA SIGN DISTRICT.

A. Boundaries. The City Council hereby amends and restates in its entirety the ~~Existing Sign District, known hereafter as the~~ Convention Center and Arena Sign District, which shall be applicable to the approximately 68-~~acre~~ site owned by the City and bounded by the south side of Chick Hearn Court on the north; the west side of Figueroa Street on the east; the north side of Venice Boulevard on the south; and the east side of Caltrans right of way adjacent to the 110 Freeway on the west, as generally shown within the solid heavy black line on Map 1. In the event of any conflict between the boundaries stated in this Section 1.A and Map 1, the specific boundaries in this Section 1.A. shall prevail.

B. Sign Zones. This Sign District is divided into four Sign Zones as shown on Map 2. The purpose of the Sign Zones is to address the relationship between sign intensity and the uses surrounding each Sign Zone.

C. Compliance with State and Federal Laws. All signs authorized by this Ordinance in any Sign Zone must comply with applicable state and federal laws including California's Outdoor Advertising Act (OAA) (Business & Professions Code Sections 5200-5486) and applicable safety provisions in the California Vehicle Code including Vehicle Code Sections 21465, 21466, and 21466.5. Nothing in this Ordinance can or is intended to alter or avoid applicable state requirements.



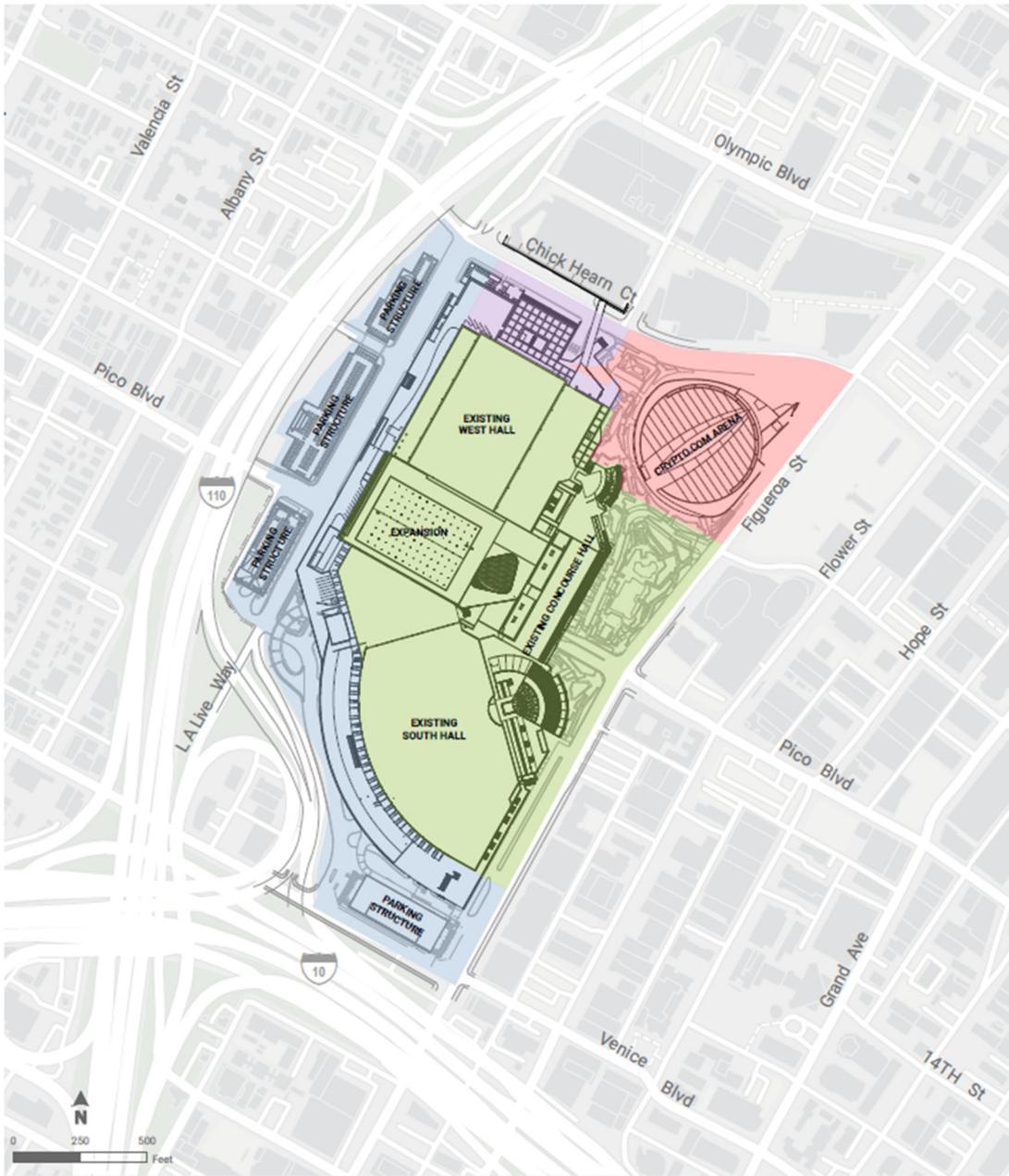
MAP 1

Convention Center and Arena Sign District

 Sign District
Boundary



2/29/2022



MAP 2

Sign District Zones

3/04/2022

- Arena Zone
- Figueroa Corridor Zone
- Chick Hearn Court Zone
- Freeway Edge Zone



NOTES: The boundary of the Arena Zone is considered the area governed by the Arena ground lease. Signage along the Convention Center facade facing the freeway is considered to be located in the Freeway Edge Zone.

SEC. 2. PURPOSE.

A. Purpose. The Sign District is intended to:

1. Support and enhance the land uses and urban design objectives in the Central City Community Plan and the Convention Center and Arena Specific Plan;
2. Reinforce the pedestrian-oriented character of the streets within and immediately surrounding the Sign District by allowing and encouraging pedestrian-oriented signs throughout the Sign District;
3. Establish Sign Zones and provide further regulation of signs in order to:
 - a. Ensure the quality of the Sign District's appearance;
 - b. Ensure that new signs are responsive to and integrated with the aesthetic character of the Convention Center and Arena in the areas on which they are located, and are positioned in a manner that is compatible both architecturally and relative to the other signage within the Sign District;
 - c. Encourage creative, well-designed signs that contribute in a positive way to the visual environment of the Sign District and the [Central City Downtown](#) Community Plan area in a manner that accentuates the architectural characteristics of the Convention Center and the Crypto.com Arena and reinforces the Sign District's sense of place as a major convention, tourism, urban sports and entertainment destination venue, an exciting pedestrian experience, and a lively commercial neighborhood with a visually attractive character;
 - d. Ensure that signs are consistent with the identity established by the Convention Center, Crypto.com Arena, the Los Angeles Sports and Entertainment District, and L.A. LIVE, integrated, and compatible in scale with the aesthetic character of the structures on which they are located and relative to the other signage on site while maintaining compatibility and sensitivity to surrounding uses; and
 - e. Coordinate the location and display of signs to minimize potential traffic hazards and protect public safety.

SEC. 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 and applicable requirements of state and federal law.

B. Wherever this Ordinance contains provisions that establish regulations that are different from, more restrictive than, or more permissive than the Code, this Ordinance shall prevail. This Ordinance supersedes the signage regulations from Ordinance No. 172,465 (Arena sign regulations) and Ordinance No. ~~188,078~~ ~~182,281~~ (Convention ~~Center~~ and ~~Event Center~~ Arena Sign District), except for existing signage which may be altered, repaired, or rehabilitated pursuant to Section 6.K.

SEC. 4. DEFINITIONS.

Whenever the following terms are used in this Ordinance, they shall be construed as defined in this Section and state and federal laws. Words and phrases not defined here shall be construed as defined in Section 4C.11 (Signs) or Section 14.3 (Glossary) ~~12.03 and Article 4.4~~ of the Code.

Aerial View Sign. A sign that is painted on, applied or placed upon the roof surface of the Arena or Convention Center, approximately parallel with the roof plane intended to be viewed primarily from the sky.

Arena. The sports and entertainment building within the Sign District, commonly known as Crypto.com Arena as of the date hereof, and as may be renamed from time to time.

Arena Freeway Sign. That existing sign within the Freeway Edge Zone and located on Venice Boulevard along the I-10 freeway as authorized under Ordinance No. 172,465 (Arena sign regulations).

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

Conceptual Sign Plans. The Site Plan and Sign Elevations for Options A, B, and C depicting the approved locations within the Sign District for Supergraphic Signs and Digital Displays, and Sign Plans for Wall Signs within the Arena Zone attached to this Ordinance as Appendix A.

Digital Display. ~~All signs or other advertising or display faces~~ A sign face, building faces, and/or any building or structural components that display still images, scrolling images, moving images, or flashing images, including video and animation, through the use of grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics, or other electronic media or technology that is either independent of or attached to, integrated into, or projected onto a

building or structural component, or that may be changed remotely through electronic means and that is located within the Sign District.

Off-Site Sign. A sign located within the Sign District that is other than an On-Site Sign ~~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 located within the Sign District displaying the name of the entity for which an Arena, building, or development within the Sign District is named is not an Off-Site Sign.~~

On-Site Sign. A sign located within the Sign District ~~that~~ which identifies or promotes a facility, use, business, product, service, profession, commodity, activity, exhibition, display, promotion, presentation, event, person, institution, or sponsor of any of the foregoing, which is conducted, sold, manufactured, produced, exhibited, displayed, promoted, presented, broadcast, televised, offered or occurring within the Sign District, Arena, or the Convention Center, including any incidental facility, use, business, product, service, profession, commodity, activity, exhibition, display, promotion, presentation, event, person or institution. ~~is other than an Off-Site Sign. An On-Site Sign may be located anywhere within the Sign District's boundaries and one displaying the name of the entity for which an Arena, building, or development within the Sign District is named is an On-Site Sign. The On-Site Sign and the Arena, building, or development all must be located within the Sign District's boundaries.~~

Pillar Sign. A freestanding sign located within the Sign District that is mounted directly on the ground, consisting of rectangular sign faces or a sculptural themed shape, with a horizontal dimension that does not exceed the length of the vertical dimension.

Projecting Sign. A sign, ~~other than a Wall Sign, that is attached to a building located within the Sign District and projects outward from the building with one or more sign faces approximately perpendicular to the face of the building.~~ located within the Sign District that is attached approximately perpendicular to the building facade that does not meet the standards for a pedestrian sign.

Wall Sign. A sign ~~on attached to or painted on~~, the wall of a building or structure located within the Sign District, with the exposed face of the sign in a plane ~~on and~~ approximately parallel to the plane of the wall, that has been attached to, painted on, or erected against the wall, projected onto the wall, or printed on any material which is supported and attached to the wall by an adhesive or other materials or methods.

Note: Definitions for other Signs referenced in this Ordinance are provided in the Code.

SEC. 5. PROCEDURAL REQUIREMENTS.

A. Building Permits. The Los Angeles Department of Building and Safety (LADBS) shall not issue a permit for a sign, a sign structure, sign illumination, sign projection, or alteration of an existing sign within the Sign District unless the sign complies with: (1) the requirements of this Ordinance as determined by the Director of Planning or the Director's designee (Director); and (2) applicable requirements of the Code and state and federal laws.

B. Director Sign Off Required. With respect to the following signs, only a ministerial Director sign-off on the permit application will be required prior to issuance by LADBS of a building permit for a sign within the Sign District. The Director shall approve the permit if the sign is within the Sign District and otherwise complies with all the applicable requirements of this Ordinance and Appendix A, the applicable requirements of the Code, and state and federal law.

1. Aerial View Signs;
2. Digital Display in compliance with Section 7.C and in substantial conformance with the Conceptual Sign Plans attached as Appendix A;
3. Supergraphic Signs in compliance with Section 7.G and in substantial conformance with the Conceptual Sign Plans attached as Appendix A;
4. Pillar Signs;
5. Projecting Signs;
6. Wall Signs in the Chick Hearn Court, Figueroa Corridor, and Freeway Edge Zones;
7. Wall Signs in the Arena Zone in compliance with Section 7.I and in substantial conformance with the Conceptual Sign Plans attached as Appendix A; and
8. Window Signs.

C. Exempt Signs, Murals, and Art Installations. The following types of signs, murals, and art installations shall be subject to LADBS review and approval or Department of Cultural Affairs review and approval, based on the applicable requirements of this Ordinance, the Code, and the Administrative Code, but are exempt from Director's review and do not require a Director's permit sign-off:

1. Awning Signs;
2. ~~2.~~ [Illuminated Canopy Signs;](#)

~~Information Signs;~~

3. Marquee Signs;
4. Monument Signs;
5. Original Art Murals;

6. Pedestrian Signs;

7. Pole Signs;

8. Public Art Installations;

97. Roof Signs; and

108. Temporary Signs (including Captive Balloon Signs and Inflatable Devices).

D. Project ~~Permit~~ Compliance. LADBS shall not issue a permit for any signs that do not comply with this Ordinance, individually or cumulatively, or that do not comply with the requirements of state and federal law (including the California Outdoor Advertising Act and the California Vehicle Code) and shall not issue a permit for any of the following signs unless the Director has issued a Project ~~Permit~~ Compliance approval pursuant to the procedures set forth in Code Section 13B.4.211.5.7. ~~The Director's decision on Project Permit Compliance shall be subject to appeal as set forth in Code Section 11.5.7.~~

1. Arena Freeway Sign;

2. Digital Displays which exceed the location deviation limits identified in Section 7.C.2 or the sizes indicated on the Conceptual Sign Plans attached as Appendix A, but otherwise are consistent with the intent and purposes of the Sign District, do not individually or in the aggregate exceed the size limits under Section 7.C.1, and do not exceed any applicable illumination standards of the Sign District, Code, or other applicable law;

3. Supergraphic Signs which exceed the location deviation limits identified in Section 7.G.2 or the sizes indicated on the Conceptual Sign Plans attached as Appendix A, but otherwise are consistent with the intent and purposes of the Sign District, do not individually or in the aggregate exceed the size limit under Section 7.G.1, and do not exceed any applicable illumination standards of the Sign District, Code, or other applicable law;

4. Wall Signs in the Arena Zone which exceed the location deviation limits identified in Section 7.I.2 or the sizes indicated on the Conceptual Sign

Plans attached as Appendix A, but otherwise are consistent with the intent and purposes of the Sign District, do not individually or in the aggregate exceed the size limit under Section 7.I.1, and do not exceed any applicable illumination standards of this Sign District, Code or other applicable law.

E. Exceptions. No Project ~~Permit-Compliance, or a~~ Modification ~~thereto of~~ Entitlement, or any ~~Project Permit~~ Adjustment shall be required for: (a) a change in sign advertising or sign text, images or copy; (b) any construction for which a permit is required in order to comply with an order issued by LADBS to repair or replace an unsafe or substandard condition; or (c) a modification to any sign, any sign support structure or to the Conceptual Sign Plans that results in (i) a change of a sign from a Digital Display to a non-Digital Display, or (ii) subject to Section 6.D of this Ordinance, relocation of any such sign within ten (10) feet on the vertical axis and fifty (50) feet on the horizontal axis from the location depicted on the Conceptual Sign Plans, provided that the signs otherwise are consistent with the intent and purposes of the Sign District, do not individually or in the aggregate exceed the size limits, or illumination standards of the Sign District, or Code, or other applicable law.

F. Requests for Deviations from or Interpretations of Regulations. The procedures for ~~project~~ adjustments, ~~modifications,~~ ~~project~~ exceptions, ~~amendments,~~ and ~~specific plan~~ interpretations to this Ordinance shall follow the procedures set forth in ~~Code~~ Section 13B.4 (Specific Plan Implementation) of the Code ~~11.5.7.E-H. The procedures for a modification of entitlement shall follow the procedures set forth in Section 13B.5.4 (Modification of Entitlement) of the Code. The procedures for amendments of this Ordinance shall follow the procedures set forth in Section 8.2.3.D (Sign District Procedures) of the Code.~~

SEC. 6. GENERAL REQUIREMENTS.

A. General Requirements of the Code. Unless specified in this Ordinance to the contrary, the general sign requirements set forth in the Code shall apply to this Ordinance for permits, plans, design and construction, materials, street address numbers, identification, and maintenance, prohibited locations, and sign illumination. Notwithstanding the foregoing, the combined area restrictions in ~~Article 4.4~~ Section 4C.11 (Signs) of the Code shall not apply to signs within the Sign District, but the area for all such signs that are Digital Displays, Supergraphic Signs, or Wall Signs shall be counted in the combined area restrictions specified ~~therefor~~ in this Ordinance. A building permit shall be obtained from LADBS in accordance with the applicable provisions of LAMC, for any signs, sign structures, and/or sign alterations, other than changes to or replacement of copy.

B. Permitted Signs. Except as otherwise prohibited in Section 6.C (Prohibited Signs), below, all signs described and regulated in Section 7 (Standards for Specific Types of Signs) of this Ordinance, and all signs otherwise permitted by the Code or as previously legally permitted signs shall be permitted within the Sign District subject to state and federal law.

C. Prohibited Signs. All signs listed in Section ~~14.4.4.B~~[4C.11.1.C.8](#) ([Prohibited Signs](#)) of the Code are prohibited hereunder unless expressly permitted in this Ordinance.

D. Permitted Sign Types by Location. The location of signage within the Sign District is subject to standards identified in Section 7 (Standards for Specific Types of Signs) of this Ordinance, and ~~Code~~ Section ~~4C.11.1.C.9~~ ~~14.4.4.C~~ ([Prohibited Locations of the Code](#)), and applicable provisions of state and federal law including the Outdoor Advertising Act and the Vehicle Code. In addition, no sign shall be placed over the exterior surface of any opening of a building, including its windows, doors, and vents, unless the LADBS, with the concurrence of the Los Angeles Fire Department (LAFD), determines that the sign would not create a hazardous condition.

E. Freeway Exposure. Signs that adhere to the regulations of this Ordinance are exempt from Code Section ~~4C.11.1.C.6~~[14.4.6](#) (Freeway Exposure).

F. Minimum Sign Separation. There shall be no required minimum distance separating signs within the Sign District, except as may otherwise be required pursuant to state or federal law or as specified in this Ordinance.

G. Illumination. All signs may be illuminated by either internal or external means. The illumination regulations set forth in the Code ~~, including, but not limited to, Section 93.0117,~~ shall apply, [except as set forth herein](#). Methods of signage illumination may include, but are not limited to: Electric lamps, such as neon tubes; fiber optics; incandescent lamps; LED; LCD; cathode ray tubes exposed directly to view; shielded spotlights and wall wash fixtures. In addition, signage shall be subject to the following regulations:

1. **Lighting onto Residential Units ~~and Commercial Buildings~~.** All illuminated signs shall be designed, located, or screened so as to minimize to the greatest reasonable extent possible light sources onto any exterior or interior wall of a residential unit ~~or onto any window or door of any commercial building~~. If signs are to be externally lit, the source of the external illumination shall be shielded from view on adjoining or other residential ~~or commercial~~ lots.

2. **Reflective Materials.** Signage shall not use highly reflective materials such as mirrored glass.

3. **Green Code.** All light sources, including illuminated signage, shall comply with [the applicable provisions of CALGreen \(Part 11 of Title 24, California Code of Regulations \[CCR\]\), California Energy Code \(Part 6 of Title 24, CCR\) 130.3 and Section 140.8,](#) and the Green Code of the City of Los Angeles.

4. **Adjustment of Luminance.** Each Digital Display shall be fully dimmable and shall be controlled by a programmable timer so that luminance

levels may be adjusted according to the time of day and applicable lighting standards.

H. Sign Illumination Plan. ~~Additionally,~~ an initial signage illumination plan for Digital Displays in the Conceptual Sign Plan (see Exhibit 1) is provided as Appendix A.1 in the [First Addendum](#) ~~and as Appendix A in the Second Addendum~~ to the Convention and Event Center Project Environmental Impact Report ENV-2011-0585-EIR (State Clearinghouse No. 2011031049), and Project Design Features (PDFs) and Mitigation Measures (MMs) are included in the Mitigation Monitoring Program (MMP) for the Addendum. No further signage illumination plan shall be required for signs that conform to the Conceptual Sign Plans and the applicable PDFs and MMs of the MMP. Signs that are not in conformance with the Conceptual Sign Plans, PDFs, and MMs may be required, in addition to all other enforcement mechanisms and liabilities under the Code to conform to a signage illumination plan imposed by the City or a court. If a new or revised signage illumination plan is required, it shall be submitted to the Director as part of the Project ~~Permit-Compliance Review~~ procedure for Digital Displays set forth in Section 5.D. The signage illumination plan shall be prepared by a lighting design expert, and those portions of the plan setting forth the wattage draw must be certified and stamped by an electrical engineer certified by the State of California. The plan shall include specifications for all illumination, including maximum luminance levels, and shall provide for the review and monitoring of the displays by the City at the expense of the owner of the sign in order to ensure compliance with the regulations of this section, and with the following additional regulations:

1. **Brightness.** Digital Displays shall have a nighttime brightness from sunset to sunrise no greater than 600 candelas per square meter, all white, within the Figueroa Corridor Sign Zone and Arena Sign Zone, and a nighttime brightness from sunset to sunrise no greater than 300 candelas per square meter elsewhere in the Sign District, [or as may be further reduced in compliance with Section 6.H \(Sign Illumination Plan\) of this Ordinance.](#) In addition, Digital Displays shall have a daytime brightness from sunrise to sunset 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 not less than 45 minutes prior to sunset and concluding at sunset.

2. **Beam Spread.** All light emitting diodes used within a Digital Display shall have a maximum horizontal beam spread of 140 degrees and maximum vertical beam spread of ~~90~~65 degrees and shall conform to the applicable provisions of the Code, and state law including the California Business & Professions Code and Vehicle Code.

~~3. **Ground Spillage.** When measured at ground level from any location other than the property on which a Digital Display is located, a Digital Display shall not under any circumstance increase the total amount of~~

~~measurable light more than 21.5 lux (2.0 foot-candles) above the ambient light level that exists when the Digital Display is extinguished.~~

I. Illumination Testing Protocol for Digital Displays. Prior to the operation of any Digital Display, the applicant shall conduct testing to indicate compliance with the illumination regulations of this Ordinance and provide a copy of the results along with a certification from an LADBS approved testing agency to the Director and to LADBS stating that the testing results demonstrate compliance with the requirements of this Ordinance. The testing shall be at the applicant's expense and shall be conducted as follows:

1. **Testing.** In order to determine whether the illumination complies with the Code and the requirements of this Ordinance, a representative testing site shall be established on or next to those light sensitive receptors, as defined by the City's CEQA Guidelines, which have the greatest exposure to signage lighting on each of the four facades of the Project. A light meter mounted to a tripod at eye level, facing the Project buildings, shall be calibrated and measurements taken to determine ambient light levels with the sign on. ~~An opaque object shall be used to block out the view of the sign and the building from the light meter at a distance of at least 4 feet away from the tripod.~~ A reading shall then be taken to determine the ambient light levels with the sign off. The difference between the two measurements shall be the amount of light the sign casts onto the sensitive receptor. ~~Alternatively, the applicant may measure light levels by using the same tripod and same light meter, but by turning the signage on and off.~~ Testing of Digital Displays shall be with all LED's set to white to present maximum luminance.

~~2. **Metering.** The illumination and intensity levels of all Digital Displays shall also be metered from a minimum of four perspectives (i.e., a meter reading of each facade) using the Candela as the unit of measurement and shall indicate conformance with the standards of this Ordinance.~~

3. **Re-testing.** In addition, as a result of a complaint or otherwise, LADBS may undertake a preliminary investigation and determine if it has cause to believe the Project's signage lighting is not in compliance with this Ordinance, the Code to the extent applicable or other applicable laws. If so, LADBS may request, at the expense of the applicant or its successor, that the testing protocol outlined in this section be implemented to determine compliance. If the testing reveals that the signage is not in compliance with the Code, this Ordinance, or Mitigation Measures set forth in the Environmental Clearance that the City certified for this Ordinance, the applicant or its successor shall immediately adjust the signage illumination to bring it into compliance and shall be subject to all of the enforcement provisions of the Code, including administrative citations for continuing daily violations.

J. Refresh Rates. The Refresh Rate is the rate at which a Digital Display may change content. The Refresh Rates are as follows and shall apply to Digital Displays as set forth in Section 7.C.5.

1. **Controlled Refresh Rate 1.** The Controlled Refresh Rate that applies in the Freeway Edge Zone shall be no more frequent than one refresh event every eight seconds, with an instant transition between images. The sign image must remain static between refreshes.

2. **Controlled Refresh Rate 2.** The Controlled Refresh Rate that applies outside of the Freeway Edge Zone shall be no more frequent than one refresh event every four seconds, with an instant transition between images. The sign image must remain static between refreshes.

3. **Full Animation.** Full Animation shall permit images, videos, animation, parts and/or illumination that change, move, stream, scroll, or otherwise incorporate motion to change at an unrestricted rate.

K. Visual Maintenance. All signs shall be maintained to meet the following criteria at all times:

1. The building and ground area around the signs shall be properly maintained. All unused mounting structures, hardware, and wall perforation from any abandoned/removed sign shall be removed and building surfaces shall be restored to their previous condition.

2. All sign copy shall be properly maintained and kept free from damage and other unsightly conditions, including graffiti.

3. All sign structures shall be kept in good repair and maintained in a safe and sound condition and in conformity with all applicable codes.

4. Razor wire, barbed wire, concertina wire, or other barriers preventing unauthorized access to any Sign shall be hidden from public view.

5. No access platform, ladder, or other service appurtenance, substantially visible from the sidewalk, street, or public right-of-way, shall be installed or attached to any sign structure.

6. Signs that are no longer serving the current tenants, including sign structures, shall be removed and the building facades originally covered by the signs shall be repaired and/or resurfaced with materials and colors that are compatible with the facades.

7. All other requirements of this Ordinance, the Code and other applicable state and federal laws.

L. Hazard Review

1. In connection with the adoption of this Ordinance, the City has waived the initial review otherwise required under [Section 4C.11.1.C.5 \(Hazard to Traffic\) of the Code](#) ~~LAMC Section 14.4.5~~ for signs that adhere to the specifications set forth in this Ordinance and, therefore, shall require no further hazard or Code compliance review, except as set forth below.

2. In the event: (i) any Digital Display or Supergraphic Sign is not in substantial conformance with the Conceptual Sign Plans; (ii) any sign does not adhere to the requirements of this Ordinance or requires an adjustment, exception or amendment to this Ordinance; or (iii) any sign is a New Technologies sign as set forth in Section 6.O.θ below, the proposed sign will require a permit from LADBS and prior to submission to LADBS, must be submitted to LADOT for hazard evaluation and determination per [Section 4C.11.1.C.5 \(Hazard to Traffic\) of the Code](#) ~~LAMC section 14.4.5~~. Until LADOT determines that any such sign, individually or in the aggregate with other signs authorized under this Ordinance, do not constitute a hazard, LADBS shall not issue a permit for the sign or sign structure.

3. In the event the City receives evidence or otherwise reasonably believes that any sign, including any sign that is in substantial conformance with the Conceptual Sign Plans and adheres to the requirements of this Ordinance, is or is being operated in a manner that is, or otherwise constitutes, a hazard to the safe and efficient operation of vehicles upon a street or a freeway, or which creates a condition that endangers the safety of persons or property, the City may act immediately to address the hazard or danger without compensation to the owner or operator of the Sign or any property within the Sign District, or to any other person or entity. In addition, LADBS may refer any Sign to LADOT for hazard evaluation and determination per [Section 4C.11.1.C.5 \(Hazard to Traffic\) of the Code](#) ~~Code section 14.4.5~~, and the City may order the suspension or modification of operations of any Sign pending the LADOT's hazard review and determination without compensation to the owner or operator of the Sign or any property within the Sign District, or any other person or entity. If following a hearing where the sign owner or operator may present evidence, the General Manager of LADOT determines that a Sign constitutes a hazard or creates a hazard or danger to traffic, pedestrians or other persons or property, the City may make the suspension or modification of the hazardous operation of the Sign permanent without compensation to the owner or operator of the Sign or any Property within the Sign District, or to any other person or entity. Either the sign owner or operator may appeal the determination of the General Manager of LADOT to the Transportation Commission and thereafter to the City Council.

4. In the event of a determination by the City in accordance with this Section 6.L that a sign type allowed under this Ordinance constitutes a hazard or creates a condition which endangers persons or property, the City shall have the

continuing right to regulate such Signs and amend this Ordinance as applicable to any such sign type or to the Sign District created by this Ordinance without compensation to the owner or operator of the Sign or any property within the Sign District, or to any other person or entity.

M. Alterations, Repairs or Rehabilitation. Any alteration, repair or maintenance work on a legally permitted sign or sign structure shall be governed by the Code and applicable state and federal laws. Any existing and legally permitted sign and sign structure as of the effective date of this Ordinance, including, but not limited to, those authorized and installed pursuant to Ordinance No. 172,465 (Arena Project Signage Provisions), may continue to be operated, maintained, repaired, replaced, or structurally altered in accordance with the requirements of the Code and, to the extent applicable, Ordinance No. 172,465, and shall otherwise be included in the maximum totals specified in this Ordinance.

N. Materials. The materials, construction, application, location, and installation of any sign shall be in conformance with the Los Angeles Building Code and the Los Angeles Fire Code.

O. New Technologies. The Director may permit the use of any technology or material that did not exist as of the effective date of this Ordinance provided that the material is approved by LADBS, and that the technology or material is permitted under applicable state and federal laws, utilizing the Director's Interpretation procedure outlined in [Section 13B.4.6 \(Specific Plan Interpretation\) of the Code](#)~~Code Section 11.5.7.H~~, if the Director finds that such technology or material is consistent with the regulations described herein.

SEC. 7. STANDARDS FOR SPECIFIC TYPES OF SIGNS.

A. Aerial View Signs. Aerial View Signs shall be permitted and shall not be limited in number or sign area.

1. **Location.** Aerial View Signs may either be (i) painted directly on the roof, (ii) mounted or painted on a fire-retardant membrane parallel to the roof, or (iii) composed of raised letters mounted parallel to the surface of the roof. Aerial View Signs shall not extend above the roof by more than 20 feet.

2. **Illumination.** The Aerial View Sign will be primarily visible from above and may be illuminated but may not contain Digital Displays or Supergraphics.

B. Arena Freeway Sign.

1. **General.** The existing Arena Freeway Sign as of the effective date of this Ordinance (Sign DD.31 in Appendix A Conceptual Sign Plan) may be modified or replaced in its same location without an amendment to the Ordinance. Approval for such modification or replacement must be obtained through the Project ~~Permit~~-Compliance ~~Review~~ ~~pP~~ Procedure set forth in Section 5.D of this Ordinance.

2. **Design.** If replaced, the Arena Freeway Sign shall be limited to two sign faces. In addition, modifications to or replacement of the existing Arena Freeway Sign (Sign DD.31 in Appendix A Conceptual Sign Plan) shall be permitted in accordance with this Section 7.B. The modified or replaced Arena Freeway Sign shall conform to the following requirements:

a. The location shall substantially conform to the sign's existing location.

b. The area shall be limited to 5,000 square feet per sign face, all of which may be comprised of a Digital Display, or in combination with other sign types, subject to Sections 7.C.3, 7.C.4, and 7.C.5 below. The Digital Display element sign area shall count towards the maximum limit of Section 7.C.1 and shall be limited to an additional aggregate 10,000 square feet for the Arena Freeway Sign and shall be subject to the Sign illumination and other standards in this Ordinance applicable to Digital Displays.

c. Height shall not exceed a height of 150 feet as measured from the top of the sign to sidewalk grade or edge of roadway grade nearest to the sign.

d. The modification or replacement complies with all applicable state and federal laws, including as later amended.

3. **Digital Display Elements.** The Arena Freeway Sign may incorporate other types of sign elements allowed by this Ordinance, including, but not limited to, Digital Displays. If the Arena Freeway Sign includes a Digital Display, the Digital Display shall count towards the maximum sign area for Digital Displays and shall be limited to an aggregate 10,000 square feet for the Arena Freeway Sign. Further, any Digital Display element shall be subject to the Sign Illumination and other standards in this Ordinance applicable to Digital Displays.

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

1. **Sign Area.** An individual Digital Display shall not exceed ~~24,150~~~~26,400~~ square feet in area. The total combined area of all Digital Displays in each Sign Zone shall not exceed the following:

| | Arena | Chick Hearn Court | Figueroa Corridor | Freeway-Edge |
|---|--------------------------------------|-------------------|--|--|
| Maximum Total Digital Display Sign Area | 3,339 4,014 sf | 6,700 sf | 31,412 30,540 sf | 57,950 49,560 sf |

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 and the same amount shall be added to Maximum Total Supergraphic Area limit.

NOTE: An additional allowance of an aggregate of 675 SF for Digital Displays on Pillar Signs in each of the Figueroa Corridor Zone and Arena Zone is not included in the Maximum Total Digital Display area limit and such signs are otherwise subject to the area, illumination and other standards specified in this Ordinance.

2. **Number and Location.** Digital Displays shall be installed in substantial conformance with the number and locations identified in ~~any of the Conceptual Sign Plan (Appendix A) options, or combination of options~~, provided that the total of all Digital Displays in the Freeway-Edge Zone shall not exceed ~~57,950~~~~49,560~~ square feet. For the purposes of this Ordinance, a sign shall be considered in substantial conformance if it is within 10 feet on the vertical axis and 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.

3. **Design.** Digital Displays shall use grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics, or other electronic media or technology to be developed but may not

include strobe lights, flashing lights, revolving beacon or any other technology that interferes with traffic safety or visibility or is prohibited by applicable state or federal law. The Digital Displays may be flush mounted. Signs should generally align with the grid patterns or mullions of the sign location.

4. **Illumination and Illumination Plan.** Digital Displays shall be internally illuminated and subject to the applicable illumination standards of Section 6.G of this Ordinance.

5. **Refresh Rates and Operation.**

a. Digital Displays within the Arena, Chick Hearn Court, and Figueroa Corridor Sign Zones that are not visible from a freeway may be Full Animation. Digital Displays within the Arena, Chick Hearn Court, and Figueroa Corridor Sign Zones that are visible from a freeway shall be subject to Controlled Refresh Rate 2. Digital Displays within the Freeway-Edge Sign Zone shall be subject to Controlled Refresh Rate 1.

b. Digital Displays within the Figueroa Corridor Subarea shall have no limits on hours of operation. Digital Displays within the Arena, Chick Hearn Court, and Freeway-Edge Subareas shall operate only during the time period beginning at 6:00 a.m. and ending at 2:00 a.m.

6. **On-Site and Off-Site Standards.** The Digital Displays permitted by this subsection may be On-Site or Off-Site Signs. [Section 4C.11.3 \(Off-Site Signs\) of the Code shall not apply to Digital Displays.](#)

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

1. **Sign Area.** Each Pillar Sign shall have a maximum of 30 square feet in sign area per sign face, except within the Figueroa Corridor Sign Zone where each Pillar Sign shall have a maximum of 80 square feet in sign area per sign face. In the Arena Sign Zone, nine Pillar Signs shall have 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 Figueroa Corridor Sign Zone and the Arena Sign Zone where each Pillar sign shall be a maximum of 12 feet in height. Further, up to nine additional Pillar Signs not exceeding a maximum of 30 feet in height may be erected in the Arena Sign Zone. The height of any Digital Display on any of the nine Pillar Signs in the [Figueroa Corridor Sign Zone or](#) Arena Sign Zone shall not exceed 20 feet in height.

3. **Location.** A Pillar sign shall not be located within the Freeway Edge Zone. 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 or Supergraphics, except in the [Figueroa Corridor Sign Zone and Arena Sign Zone](#) where up to nine Pillar Signs [in each Zone](#) may include Supergraphics and/or up to 75 square feet of Digital Display. The Digital Displays shall not be subject to the sign area, number, and location requirements of Section 7.C.2.

6. **Illumination.** Pillar Signs shall be non-illuminated or internally illuminated, except in the [Figueroa Corridor Sign Zone and Arena Sign Zone](#) where Pillar Signs may be internally or externally illuminated.

7. **On-Site and Off-Site Standards.** Pillar Signs shall be On-Site Signs, except in the [Figueroa Corridor Sign Zone and Arena Sign Zone](#) where Pillar Signs may be On-Site Signs or Off-Site Signs. [Section 4C.11.3 \(Off-Site Signs\) of the Code shall not apply for Off-Site Pillar Signs.](#)

~~8.7.~~ **Gilbert Lindsay Plaza.** No Off-Site [Pillar Signs in the Arena Zone](#) shall face or front Gilbert Lindsay Plaza.

E. Projected Image Signs. Projected Image Signs shall be permitted and shall be subject to Controlled Refresh Rate 2 outside the Freeway Edge Zone if visible from a freeway, may be Full Animation if not visible from a freeway, and shall be subject to Controlled Refresh Rate 1 inside the Freeway Edge Zone. Projected Image Signs shall not be treated as Digital Displays for purposes of this Ordinance.

F. Projecting Signs. Projecting Signs shall comply with the following regulations:

1. **General.** The text, message or logo on a Projecting Sign shall consist of individual, dimensional letters or graphic elements that are applied onto the Sign surface.

a. No text, message or logo shall be permitted on that portion of a Projecting Sign that is parallel to the face of the building.

2. **Location.** A Projecting Sign shall align with major building elements such as cornices, string courses, window banding, or vertical changes in material or texture.

3. **Dimensions.**

a. A Projecting Sign shall not exceed 80 feet in height as measured vertically from the bottom of the sign to the top of the sign.

b. The width of the sign face of a Projecting Sign that is perpendicular to the building shall not exceed 20 percent of the overall height of the sign and in no event shall exceed 6 feet. This measurement does not include the dimensions of the sign's supporting structure.

c. No portion of a Projecting Sign that is parallel to the face of the building shall exceed 4 feet in width.

4. **Extension Above the Roof.** A Projecting Sign may extend above the top of the wall or roof parapet of a building face, but the extension shall not exceed thirty (30) percent of the total vertical height of the Projecting Sign. In no event shall a Projecting Sign extend higher than 150 feet from grade.

5. **Projection.** The planes of sign faces of Projecting Signs shall be substantially parallel to one another unless approved pursuant to Project **Permit** Compliance review.

G. Supergraphic Signs.

1. **Sign Area.** An individual Supergraphic Sign shall not exceed 5,300 square feet in area. The total combined area of all Supergraphic Signs in each Sign Zone shall not exceed the following:

| | Arena | Chick Hearn Court | Figueroa Corridor | Freeway-Edge |
|--------------------------------------|----------|-------------------|-------------------|--------------|
| Maximum Total Supergraphic Sign Area | 3,552 sf | 5,300 sf | 0 sf | 0 sf |

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

2. **Number and Location.** Supergraphic Signs shall be installed in substantial conformance with the locations identified in the Conceptual Sign Plan (Appendix A). For the purposes of this Ordinance, a Sign shall be considered in substantial conformance if it is within 10 feet on the vertical axis and 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.

3. Design.

- a. A Supergraphic Sign that is comprised of vinyl or other material may be attached to a wall with an adhesive or by mechanical means approved by LADBS and the LAFD, if applicable.
- b. Supergraphic Signs comprised of mylar or other film-like transparent material, such as perforated vinyl, may be applied directly to windows subject to the provisions of Section 6.D.
- c. Supergraphic Signs may adhere to windows provided that such signs have been scored into ten smaller portions for each glass panel that the sign covers or as otherwise approved by the LAFD.
- d. Supergraphic Signs shall not obstruct outward views from windows.

4. On-Site and Off-Site Signs. The Supergraphic Signs permitted by this subsection may be On-Site or Off-Site Signs. Section 4C.11.3 (Off-Site Signs) of the Code shall not apply.

~~4.~~

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 ~~4C.11.2.C.3.d (Temporary Sign Time Limit) of the Code~~ 14.4.16.G, temporary building identification signs requested in connection with building name changes shall be allowed for signs located within this Sign District, provided that they also qualify as a sign displaying the name of an Arena, building, or 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 ~~4C.11.1.C.8 (Prohibited Signs) of the Code~~ 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.

I. Wall Signs. Walls Signs cannot also be a Digital Display or a Supergraphic Sign.

1. Sign Area and Location. 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, and PP.01 to PP.10 as identified in the Conceptual Sign Plan (Appendix A), whichever is more permissive. Notwithstanding the foregoing, AS.01 may be up to 6,000 square feet.

2. **Sign Area and Location – Arena Zone.** Wall Signs in the Arena Zone are subject to the following provisions:

a. **Sign Area.** An individual Wall Sign shall not exceed the greater of ~~3,694~~3,815 square feet in area or other area allowed under the Code. The total combined area of Wall Signs in the Arena Zone shall not exceed the greater of ~~10,438~~11,985 square feet in area or the area allowed under the Code. Wall Sign area within the Arena Zone shall not count against any Code wall sign area maximums for the remaining Sign Zones.

b. **Number and Location.** Wall Signs shall be installed as allowed by Code or in substantial conformance with the locations identified in the Conceptual Sign Plan (Appendix A), including allowing for any extensions above the top of the wall of the building by no more than 20 feet. For the purposes of this Ordinance, a Sign shall be considered in substantial conformance if it is within 10 feet on the vertical axis and 50 feet on the horizontal axis from the location depicted on the Conceptual Sign Plan.

4. **On-Site Signs.** The Wall Signs permitted by this subsection can only be On-Site Signs.

J. Window Signs. Window 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.

SEC. 8. SEVERABILITY.

If any provision of this Ordinance or its application to any person or circumstance is held to be unconstitutional or otherwise invalid by any court of competent jurisdiction, the invalidity shall not affect other provisions, clauses, or applications of said ordinance which can be implemented without the invalid provision, clause or application, and to this end the provisions and clauses of this Ordinance are declared to be severable.

SEC. 9. The City Clerk shall certify to the passage of this ordinance and have it published in accordance with Council policy, either in a daily newspaper circulated in the City of Los Angeles or by posting for ten days in three public places in the City of Los Angeles: one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; and one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

Approved as to Form and Legality
HYDEE FELDSTEIN SOTO, City Attorney

Pursuant to Section 558 of the City Charter, the City Planning Commission on **November 14, 2025**, recommends that this ordinance be **adopted** by the City Council.

By _____
KENNETH T. FONG
Deputy City Attorney

Cecilia Lamas
Commission Executive Assistant

Date _____

Date _____

File No. _____

The Clerk of the City of Los Angeles hereby certifies that the foregoing ordinance was passed by the Council of the City of Los Angeles, **by a majority vote** of all its members.

CITY CLERK

MAYOR

Ordinance Passed _____

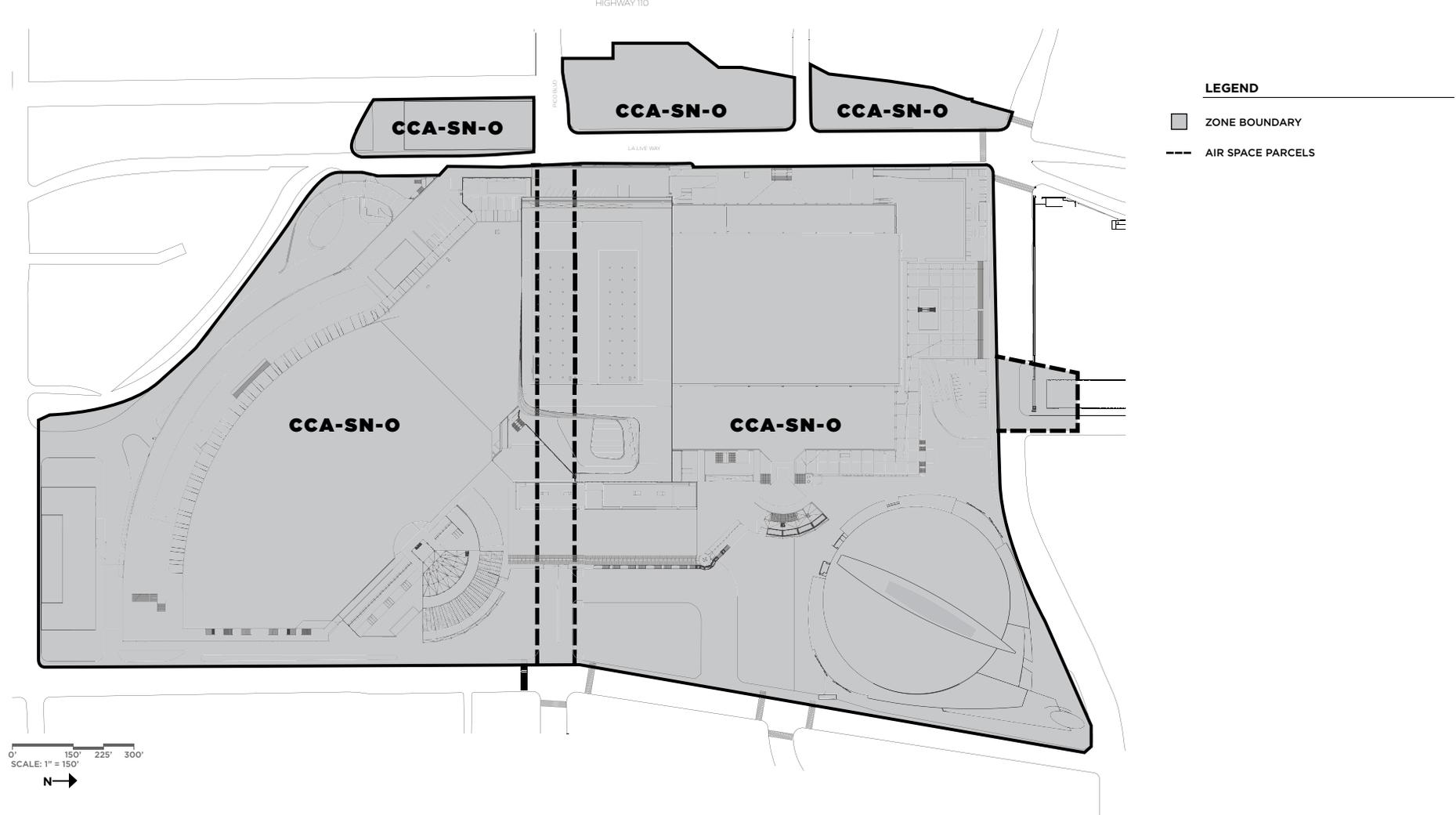
Approved _____

APPENDIX A

CONVENTION CENTER AND ARENA SIGN DISTRICT CONCEPTUAL SIGN PLANS

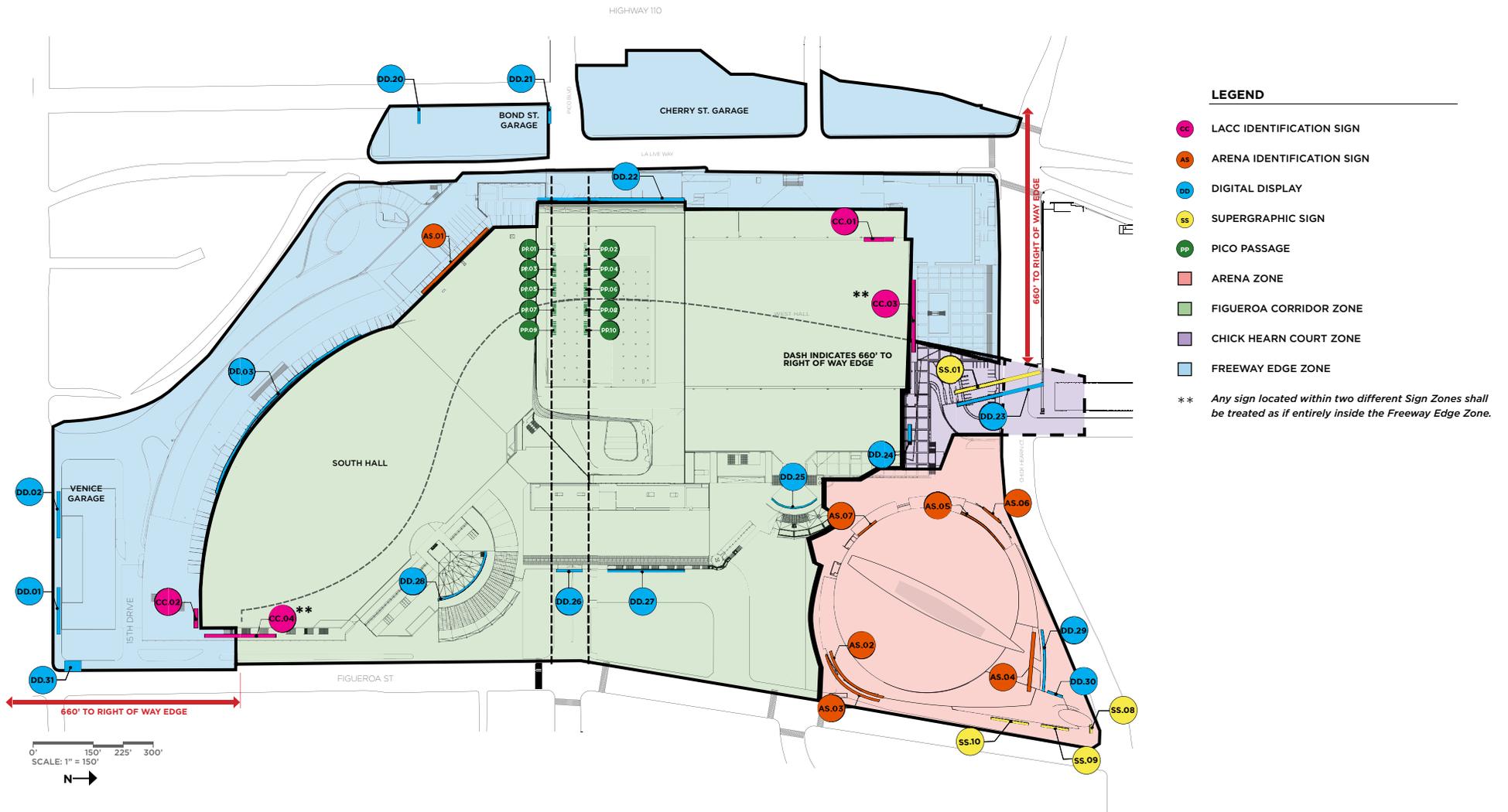
Convention Center and Arena Sign District

Appendix A - Conceptual Sign Plans



Convention Center and Arena Sign District

Appendix A - Conceptual Sign Plans



Convention Center and Arena Sign District

Appendix A - Conceptual Sign Plans



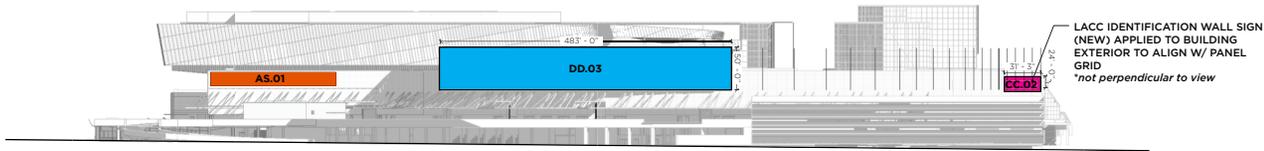
West Elevation



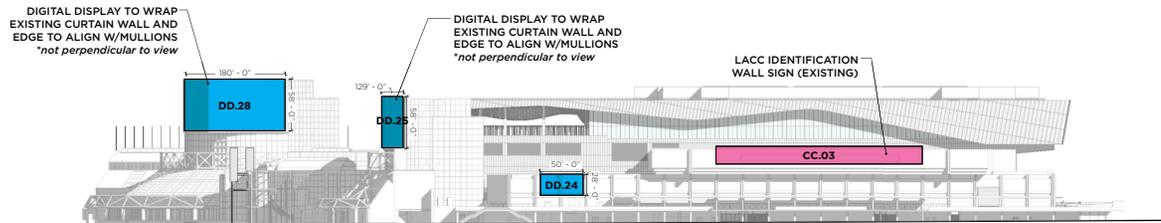
East Elevation

Convention Center and Arena Sign District

Appendix A - Conceptual Sign Plans



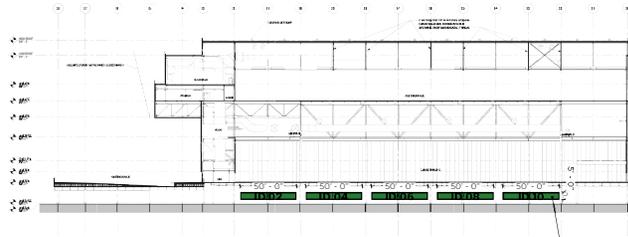
South Elevation



North Elevation

Convention Center and Arena Sign District

Appendix A - Conceptual Sign Plans



Overall Building Section Through Pico Looking North

PICO PASSAGE: WALL SIGNAGE TO ALIGN W/ PANEL GRID

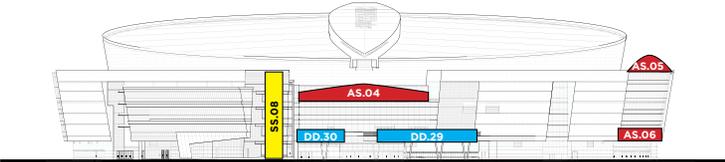


Overall Building Section Through Pico Looking South

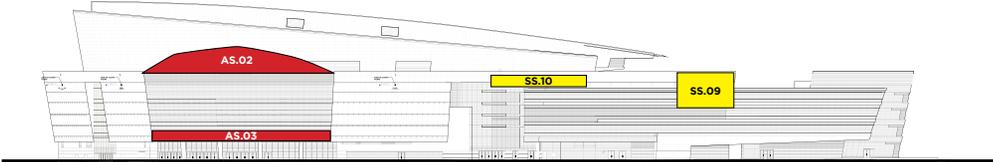
PICO PASSAGE: WALL SIGNAGE TO ALIGN W/ PANEL GRID

Convention Center and Arena Sign District

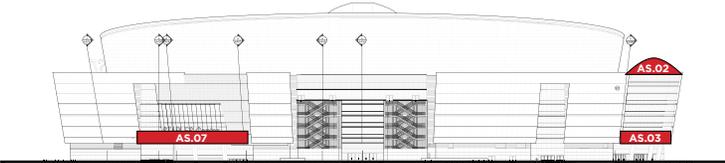
Appendix A - Conceptual Sign Plans



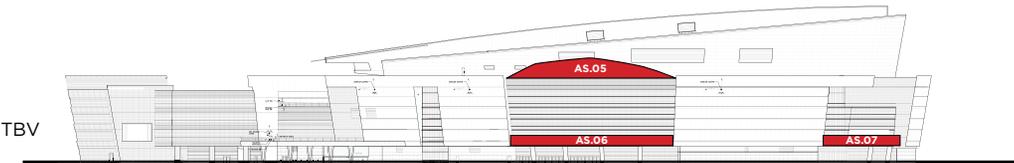
STAIR PLAZA ELEVATION



FIGUEROA ST ELEVATION



VIP ENTRANCE



TBV
11TH STREET ELEVATION

Convention Center and Arena Sign District

Appendix A - Conceptual Sign Plans

| PICO PASSAGE: WALL SIGNAGE | | | | | | | | |
|---|--------|--------|----------------------------------|---------------|---------------|-------------|-------------------|--------------|
| ID | HEIGHT | WIDTH | AREA | B.O.S | T.O.S | SIGN TYPE | ZONE | LOCATION |
| PP.01 | 5'-0" | 50'-0" | 250 SF | 1'-0" - 4'-0" | 6'-0" - 9'-0" | WALL SIGN** | FIGUEROA CORRIDOR | PICO PASSAGE |
| PP.02 | 5'-0" | 50'-0" | 250 SF | 1'-0" - 4'-0" | 6'-0" - 9'-0" | WALL SIGN** | FIGUEROA CORRIDOR | PICO PASSAGE |
| PP.03 | 5'-0" | 50'-0" | 250 SF | 1'-0" - 4'-0" | 6'-0" - 9'-0" | WALL SIGN** | FIGUEROA CORRIDOR | PICO PASSAGE |
| PP.04 | 5'-0" | 50'-0" | 250 SF | 1'-0" - 4'-0" | 6'-0" - 9'-0" | WALL SIGN** | FIGUEROA CORRIDOR | PICO PASSAGE |
| PP.05 | 5'-0" | 50'-0" | 250 SF | 1'-0" - 4'-0" | 6'-0" - 9'-0" | WALL SIGN** | FIGUEROA CORRIDOR | PICO PASSAGE |
| PP.06 | 5'-0" | 50'-0" | 250 SF | 1'-0" - 4'-0" | 6'-0" - 9'-0" | WALL SIGN** | FIGUEROA CORRIDOR | PICO PASSAGE |
| PP.07 | 5'-0" | 50'-0" | 250 SF | 1'-0" - 4'-0" | 6'-0" - 9'-0" | WALL SIGN** | FIGUEROA CORRIDOR | PICO PASSAGE |
| PP.08 | 5'-0" | 50'-0" | 250 SF | 1'-0" - 4'-0" | 6'-0" - 9'-0" | WALL SIGN** | FIGUEROA CORRIDOR | PICO PASSAGE |
| PP.09 | 5'-0" | 50'-0" | 250 SF | 1'-0" - 4'-0" | 6'-0" - 9'-0" | WALL SIGN** | FIGUEROA CORRIDOR | PICO PASSAGE |
| PP.10 | 5'-0" | 50'-0" | 250 SF | 1'-0" - 4'-0" | 6'-0" - 9'-0" | WALL SIGN** | FIGUEROA CORRIDOR | PICO PASSAGE |
| ARENA ZONE SUBTOTAL: CHICK HEARN COURT SUBTOTAL: FIGUEROA CORRIDOR SUBTOTAL: FREEWAY EDGE SUBTOTAL | | | 0 SF 0 SF 2,500 SF 0 SF | | | | | |
| TOTAL: | | | 2,500 SF | | | | | |

**Some or all of the Pico Passage Installations may be murals or art and therefore not signs. However, they are treated as wall signs in these Conceptual Sign Plans for flexibility.

| LACC IDENTIFICATION SIGNAGE | | | | | | | | |
|---|--------|---------|----------------------------------|---------|---------|--------------|--------------|------------|
| ID | HEIGHT | WIDTH | AREA | B.O.S | T.O.S | SIGN TYPE | ZONE | LOCATION |
| CC.01 | 20'-0" | 65'-0" | 1,300 SF | +56'-0" | +76'-0" | WALL SIGN | FREEWAY EDGE | WEST HALL |
| CC.02 | 24'-0" | 31'-3" | 750 SF | +52'-0" | +76'-0" | WALL SIGN | FREEWAY EDGE | SOUTH HALL |
| CC.03** | 20'-0" | 180'-0" | 3,600 SF | +63'-6" | +83'-6" | ID/WALL SIGN | FREEWAY EDGE | WEST HALL |
| CC.04** | 7'-3" | 180'-0" | 1,305 SF | 69'-4" | +76'-0" | ID/WALL SIGN | FREEWAY EDGE | SOUTH HALL |
| ARENA ZONE SUBTOTAL: CHICK HEARN COURT SUBTOTAL: FIGUEROA CORRIDOR SUBTOTAL: FREEWAY EDGE SUBTOTAL | | | 0 SF 0 SF 0 SF 6,955 SF | | | | | |
| TOTAL: | | | 6,955 SF | | | | | |

**Any sign located within two different Sign Zones shall be treated as if entirely inside the Freeway Edge Zone.

| ARENA IDENTIFICATION SIGNAGE | | | | | | | | |
|---|----------|----------|---------------------------------------|---------|----------|-----------|--------------|-----------------|
| ID | HEIGHT | WIDTH | AREA | B.O.S | T.O.S | SIGN TYPE | ZONE | LOCATION |
| AS.01 | 24'-0" | 250'-0" | 6,000 SF | +56'-8" | +74'-8" | WALL SIGN | FREEWAY EDGE | SOUTH HALL |
| AS.02 | 20'-3.5" | 188'-0" | 3,815 SF | +83'-5" | +106'-9" | WALL SIGN | ARENA | SOUTHEAST ARENA |
| AS.03 | 5'-0" | 180'-1" | 901 SF | +10'-9" | +15'-9" | WALL SIGN | ARENA | SOUTHEAST ARENA |
| AS.04 | 17'-0" | 147'-1" | 2,501 SF | +60'-0" | +75'-0" | WALL SIGN | ARENA | STAR PLAZA |
| AS.05 | 20'-0" | 170'-10" | 3,417 SF | +83'-5" | +106'-9" | WALL SIGN | ARENA | NORTHWEST ARENA |
| AS.06 | 5'-0" | 163'-8" | 819 SF | +11'-8" | +16'-8" | WALL SIGN | ARENA | NORTHWEST ARENA |
| AS.07 | 5'-0" | 106'-3" | 532 SF | +13'-6" | +18'-6" | WALL SIGN | ARENA | VIP ENTRANCE |
| ARENA ZONE SUBTOTAL: CHICK HEARN COURT SUBTOTAL: FIGUEROA CORRIDOR SUBTOTAL: FREEWAY EDGE SUBTOTAL | | | 11,985 SF 0 SF 0 SF 6,000 SF | | | | | |
| TOTAL: | | | 17,985 SF | | | | | |

| SUPERGRAPHIC SIGN | | | | | | | | |
|---|--------|---------|--------------------------------------|--------|--------|-------------------|-------------------|------------------|
| ID | HEIGHT | WIDTH | AREA | B.O.S | T.O.S | SIGN TYPE | ZONE | LOCATION |
| SS.01 | 20'-0" | 265'-0" | 5,300 SF | 35'-0" | 55'-0" | SUPERGRAPHIC SIGN | CHICK HEARN COURT | PED HOTEL BRIDGE |
| SS.08 | 47'-0" | 12'-0" | 564 SF | 22'-6" | 69'-6" | SUPERGRAPHIC SIGN | ARENA | ARENA SIGN |
| SS.09 | 33'-0" | 60'-0" | 1,980 SF | 32'-6" | 65'-6" | SUPERGRAPHIC SIGN | ARENA | ARENA SIGN |
| SS.10 | 12'-0" | 84'-0" | 1,008 SF | 8'-6" | 20'-6" | SUPERGRAPHIC SIGN | ARENA | ARENA SIGN |
| ARENA ZONE SUBTOTAL: CHICK HEARN COURT SUBTOTAL: FIGUEROA CORRIDOR SUBTOTAL: FREEWAY EDGE SUBTOTAL | | | 3,552 SF 5,300 SF 0 SF 0 SF | | | | | |
| TOTAL: | | | 8,852 SF | | | | | |

| DIGITAL DISPLAY | | | | | | | | |
|---|----------|---------|--|---------|----------|-----------------------|-------------------|--------------------|
| ID | HEIGHT | WIDTH | AREA | B.O.S | T.O.S | SIGN TYPE | ZONE | LOCATION |
| DD.01 | 20'-0" | 60'-0" | 1,200 SF | +40'-0" | +60'-0" | DIGITAL DISPLAY | FREEWAY EDGE | VENICE GARAGE |
| DD.02 | 20'-0" | 60'-0" | 1,200 SF | +40'-0" | +60'-0" | DIGITAL DISPLAY | FREEWAY EDGE | VENICE GARAGE |
| DD.03 | 50'-0" | 483'-0" | 24,150 SF | +35'-0" | +55'-0" | DIGITAL DISPLAY | FREEWAY EDGE | SOUTH HALL |
| DD.20 | 20'-0" | 60'-0" | 1,200 SF | +40'-0" | +60'-0" | DIGITAL DISPLAY | FREEWAY EDGE | BOND ST. GARAGE |
| DD.21 | 20'-0" | 60'-0" | 1,200 SF | +40'-0" | +60'-0" | DIGITAL DISPLAY | FREEWAY EDGE | BOND ST. GARAGE |
| DD.22 | 50'-0" | 380'-0" | 19,000 SF | +13'-6" | +41'-6" | DIGITAL DISPLAY | FREEWAY EDGE | PICO HALL |
| DD.23 | 20'-0" | 265'-0" | 5,300 SF | +35'-0" | +55'-0" | DIGITAL DISPLAY | CHICK HEARN CT. | PED HOTEL BRIDGE |
| DD.24 | 28'-0" | 50'-0" | 1,400 SF | +13'-6" | +41'-6" | DIGITAL DISPLAY | CHICK HEARN CT. | NORTH ELEVATION |
| DD.25 | 58'-0" | 129'-0" | 7,482 SF | +79'-0" | +137'-0" | DIGITAL DISPLAY | FIGUEROA CORRIDOR | WEST HALL LOBBY |
| DD.26 | 38'-0" | 101'-0" | 3,838 SF | +26'-0" | +66'-0" | DIGITAL DISPLAY | FIGUEROA CORRIDOR | CONCOURSE HALL |
| DD.27 | 38'-0" | 254'-0" | 9,652 SF | +7'-0" | +60'-0" | DIGITAL DISPLAY | FIGUEROA CORRIDOR | CONCOURSE HALL |
| DD.28 | 58'-0" | 180'-0" | 10,440 SF | +79'-0" | +151'-0" | DIGITAL DISPLAY | FIGUEROA CORRIDOR | SOUTH HALL LOBBY |
| DD.29 | 27'-0" | 112'-0" | 3,024 SF | +1'-0" | 28'-0" | DIGITAL DISPLAY | ARENA | ARENA SIGN |
| DD.30 | 20'-0" | 15'-9" | 315 SF | +18'-0" | 38'-0" | EXISTING DD | ARENA | ARENA SIGN |
| DD.31 | 150' MAX | 50'-9" | 10,000 SF | +31'-0" | 150' MAX | DD/ARENA FREEWAY SIGN | FREEWAY EDGE | ARENA SIGN MARQUEE |
| ARENA ZONE SUBTOTAL: CHICK HEARN COURT SUBTOTAL: FIGUEROA CORRIDOR SUBTOTAL: FREEWAY EDGE SUBTOTAL | | | 3,339 SF 6,700 SF 31,412 SF 57,950 SF | | | | | |
| TOTAL: | | | 99,401 SF | | | | | |

| PROJECT TOTAL(S) | |
|---|--|
| ARENA ZONE SUBTOTAL: CHICK HEARN COURT SUBTOTAL: FIGUEROA CORRIDOR SUBTOTAL: FREEWAY EDGE SUBTOTAL | 18,876 SF 12,000 SF 33,912 SF 70,905 SF |
| TOTAL: | 135,693 SF |