

CITY OF LOS ANGELES

CALIFORNIA



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DOWNTOWN LOS ANGELES NEIGHBORHOOD COUNCIL

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August 12, 2009

Councilmember Ed Reyes
Chair, Planning & Land Use Management Committee
Los Angeles City Council
200 North Spring Street, Room 410
Los Angeles, California 90012

RE: Planning Case #: CPC-2008-3374-MSC
Project Name: Convention Center/Staples Center Signage Ordinance

Dear Councilmember Reyes:

At our regularly held public meeting on August 11, 2009, the Board of Directors of the Downtown Los Angeles Neighborhood Council ("DLANC") voted to support the above-mentioned proposed ordinance amending the existing Convention Center/Staples Center Signage Ordinance, pursuant to the motion passed on July 22, 2009, by DLANC's Planning & Land Use Committee. DLANC supports the proposed ordinance as it approves entitlement requests that will be consistent with the signage agreement with AEG approved by the City Council in 2008.

In deciding to support the proposed ordinance, DLANC considered that the vision for this signage program was created over ten years ago as part of the proposed development of the Staples Center, the Los Angeles Convention Center and the Los Angeles Sports and Entertainment District. As the South Park neighborhood of Downtown has redeveloped, AEG and its partners have consistently implemented unified signage that highlights a vibrant sports and entertainment district that is unique in the City.

This singular district is an appropriate place for enhanced signage, as reflected in the design standards adopted in the Specific Plan for the district. The enhanced signage also provides community benefits, including off-site sign removal and profit-sharing that will financially benefit the City. While DLANC appreciates the City's efforts to comprehensively revise signage regulations, those efforts should not inhibit the implementation of a signage plan that was designed and approved, with strong community support, over a decade ago.

Please provide a copy of the decision letter to DLANC at the address listed above. Thank you.

Very truly yours,



J. Russell Brown
DLANC President

Very truly yours,



Shiraz D. Tangri
DLANC Planning & Land Use Committee Co-Chair

CC: Councilmember Jan Perry (Council District 9)
Greg Fischer (Council District 9)
Lillian Burkenheim (Community Redevelopment Agency)
Martha Saucedo (AEG)