

Paramount Pictures

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Sharon J. Keyser
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December 11, 2012

Planning and Land Use Management Committee
Los Angeles City Council
City Hall, Room 395
200 North Spring Street
Los Angeles, CA 90012

City Council File Nos. 08-2020; 11-0724; 11-1705; 12-1611

Re: Agenda Item No. 7: Proposed Ordinance Amending Citywide Sign Regulations

Dear Chairman Reyes and Councilmembers Huizar and Englander:

I am writing to request that, consistent with this Committee's direction at the December 5, 2011 hearing regarding the proposed Citywide sign ordinance, the proposed Paramount Pictures Specific Plan be included on the list of pending specific plans covered by the grandfathering provisions of the proposed ordinance amending the City's signage regulations.

On September 21, 2011, Paramount Pictures applied for, among other approvals, the Paramount Pictures Specific Plan, and on October 13, 2011, the City issued a Notice of Preparation for the Draft EIR for the Paramount Pictures Master Plan. The draft Paramount Pictures Specific Plan includes proposed signage regulations. Paramount Pictures Corporation has been working closely with the City for several years on the Paramount Pictures Master Plan, which provides for approximately \$700 million in long-term improvements to Paramount Studios that are critical to maintaining and enhancing film and television production in Hollywood.

Entertainment studios require unique and vibrant signage to encourage viewers and consumers of all forms of entertainment media, and signage regulations proposed as part of the Paramount Pictures Specific Plan will improve the identity of the Paramount Pictures Specific Plan area as a movie, television, and entertainment industry area, enhance the visual profile of the site, and contribute to the preservation of Hollywood as the international focus for the movie, television, and entertainment industry. The Department of City Planning's December 4, 2012, report to this Committee includes the revised text of the proposed ordinance revising the citywide sign regulations. Consistent with this Committee's action on December 5, 2011, the proposed ordinance includes grandfathering protections for pending sign districts and specific plans, including any "initiated or applied for specific plan"... which was not approved before December 6, 2011 but was initiated or applied for before this date" and that includes regulations governing signage. (Proposed Ordinance, Sec. 13.) However, Attachment 3, Table B to the City Planning Department's December 4, 2012, report that lists pending specific plans does not include the proposed Paramount Pictures Specific Plan. We therefore respectfully request that



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Table B be corrected to include the proposed Paramount Pictures Specific Plan, as the application for that Specific Plan was submitted on September 21, 2011, and is now pending.

Thank you for the opportunity to comment on the proposed ordinance.

Very truly yours,

A handwritten signature in black ink, appearing to read "Sharon", with a long horizontal line extending to the right.

Sharon Keyser
Senior Vice President, Real Estate, Community and
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cc: Jon Foreman, Department of City Planning
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