



THE NEW 9th

COUNCILMEMBER
CURREN D. PRICE, JR.

June 30, 2015

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

Re: Proposed Amendments to Sign Ordinance

Dear Chairman Huizar and Honorable Members:


Our City has secured the proposed location for the exciting new Major League Soccer stadium for the new Los Angeles Football Club. This of \$250 million investment will create thousands of jobs for the development and operation of a state-of-the-art soccer stadium with a 22,000 person seating capacity, including other uses to benefit the overall surrounding community and Exposition Park. If all approvals are timely granted, the new soccer stadium will be built adjacent to the Los Angeles Coliseum, which together with the existing Sports Arena site has been leased by the Coliseum Commission to the University of Southern California. The Coliseum and the Sport Arena site are both located in the Coliseum District Specific Plan which authorizes signage for both stadiums. That Specific Plan needs to be updated including transferring provisions regulating signage into a Supplemental Use "SN" Sign District, since it is now the City's preference to authorize signage through such districts rather than through specific plans.

In December 2014, your Committee recognized the importance of the opportunity to attract the Los Angeles Football Club by identifying a stadium of 20,000 or more as eligible for a Sign District. Proposed new Citywide Sign Ordinance provisions including new restrictions for sign districts have been submitted by staff for consideration at your June 30 meeting. While the stadium category is preserved in the proposed new Sign Ordinance provisions, it is not recognized as within the category of sign districts previously initiated. Given that signage authorizations already exist in the Coliseum District Specific Plan covering the southern portion of Exposition Park, which will be replaced by a new Sign District for the Specific Plan area, I am requesting that the grandfathering date be extended to include the future Coliseum Plan Area

Sign District. Other new requirements in the June 2015 ordinance recommendations for Sign Districts also should not apply to the Coliseum Plan Area Sign District and the regulations for the category of stadium signage should be specifically tailored. I note that State law also makes provisions for stadium signage provided that local ordinances contain specific findings, so the future Coliseum Plan Area Sign District will also need to address those provisions.

Thank you for your consideration.

Sincerely,


CURREN D. PRICE, Jr.
Councilmember, 9th District