ORDINANCE NO. 172465

An ordinance establishing signage provisions for the Arena development in the City of Los Angeles.

WHEREAS, the City of Los Angeles (the "City"), the Community Redevelopment Agency of the City of Los Angeles (the "Agency"), and L.A. Arena Land Company, Inc. (the "Land Company"), have entered into a series of agreements including that certain Reciprocal Easement Agreement dated March 27, 1998 (the "REA"); and

WHEREAS, pursuant to those agreements, Land Company is developing a state-of-the-art sports and entertainment complex along with ancillary parking facilities, retail, restaurant and entertainment uses to be located adjacent to the Los Angeles Convention Center within the South Park area of the Central Business District Redevelopment Project Area in the southwestern portion of downtown Los Angeles; and

WHEREAS, the sports and entertainment complex and its ancillary uses are consistent with and contribute to the purposes of the Community Redevelopment Law of California, including the assembly of land into parcels suitable for integrated development, planning, redesigning and developing an underutilized area of the City, and eliminating existing blight and dangerous conditions; and

WHEREAS, the sports and entertainment complex and its ancillary uses will accomplish this purpose by creating and promoting commercial, retail, entertainment, recreation, office and future residential land use activity in the South Park area; and

WHEREAS, the sports and entertainment complex and its ancillary uses will accordingly enhance and upgrade the South Park area by attracting businesses, shopping and tourism, particularly in connection with the Los Angeles Convention Center; and

WHEREAS, the sports and entertainment complex, because of the nature of its use, and particularly because of its location in the center of a highly urbanized area, will require signage which can effectively communicate event-related information to users of the development and other businesses and facilities located in and around downtown Los Angeles; and

WHEREAS, Land Co. has and will continue to enter into sponsorship agreements with various commercial enterprises, including most prominently food, beverage and consumer products producers, in order to finance the construction and ongoing operation of the sports and entertainment complex; and

WHEREAS, the practice of selling advertising space is a well established practice at large-scale sports and entertainment venues throughout the country, particularly those venues which host televised events, and has become central to the economic growth and success of those facilities; and

WHEREAS, the sports and entertainment complex is a unique venue and requires a signage program appropriate to the location, size, scale and purpose of the facility; and

WHEREAS, in connection with the acquisition of certain properties which will make up the sports and entertainment complex and its ancillary facilities Land Co. will be removing existing signage including approximately nine (9) off-site signs and approximately forty (40) additional on-site signs and will be replacing these existing signs with fewer signs; and

WHEREAS, the proposed location of the pole sign located adjacent the 110 Freeway is approximately 500 feet from the nearest residentially zoned property, approximately 1,200 feet from the nearest school facility and approximately 1,200 feet from the nearest recreation facility; and

WHEREAS, the proposed location of the pole sign located within the Convention Center site is approximately 500 feet from the nearest residentially zoned property, approximately 1200 feet from the nearest school facility and approximately 1200 feet from the nearest recreation facility; and

WHEREAS, pursuant to the REA, substantial restrictions have been imposed on the ability of Land Co. to advertise and to display advertising; and

WHEREAS, this ordinance will facilitate the City Department of Building and Safety in reviewing and granting permits for signage consistent with the restrictions and rights provided for in the REA; and

WHEREAS, this ordinance is consistent with the restrictions and rights provided for in the REA; and

WHEREAS, the City, the Agency and Land Co. now wish to set forth the signage restrictions and rights applicable to the sports and entertainment complex as part of the Los Angeles Municipal Code;

NOW, THEREFORE:

THE PEOPLE OF THE CITY OF LOS ANGELES

DO ORDAIN AS FOLLOWS:

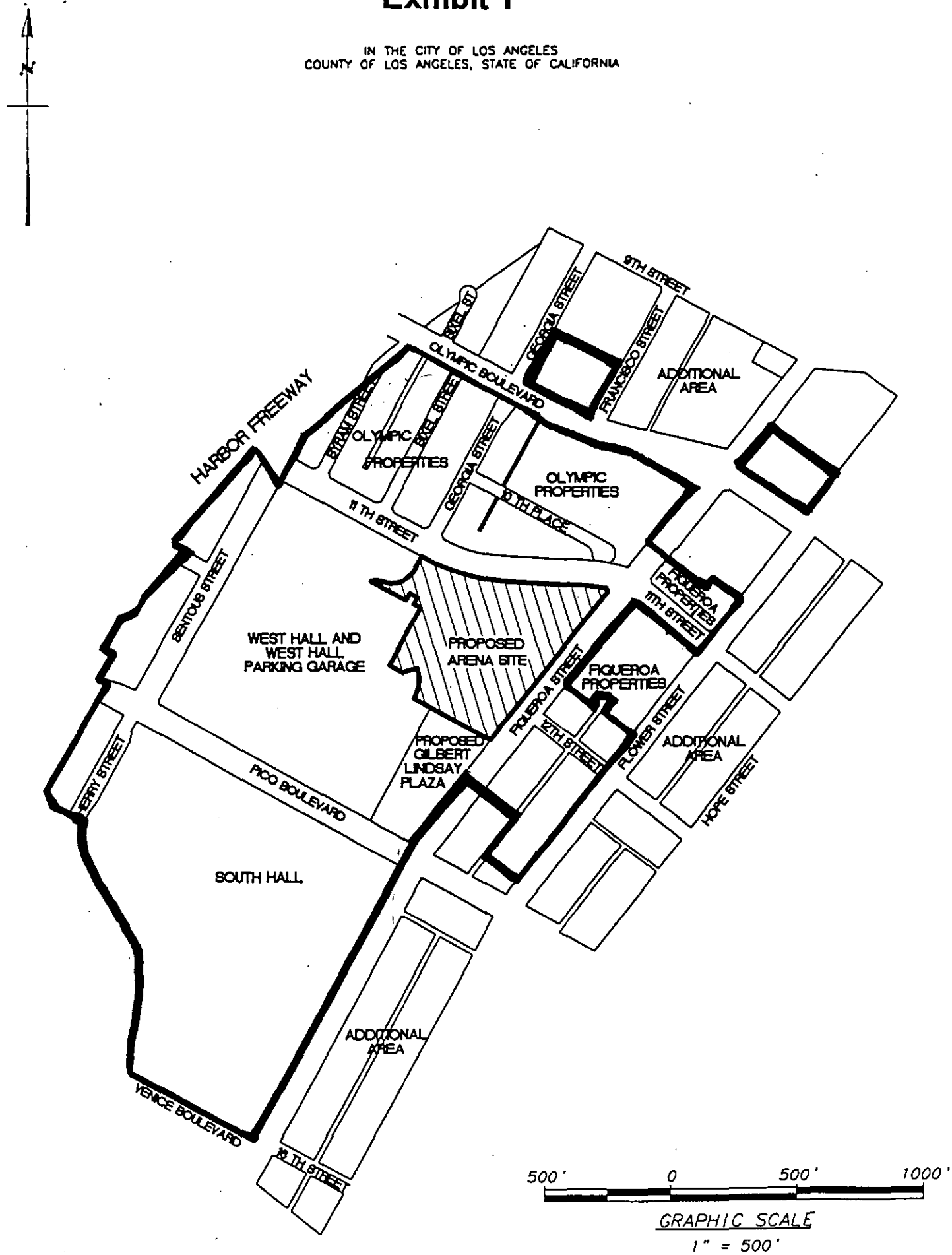
Section 1. Establishment of Arena Project Signage Provisions. The City Council hereby establishes the Arena signage provisions for the Arena and Olympic/Figueroa properties which are located in that portion of the City as depicted on the map, (referenced as Exhibit 1) within the heavy black lines.

SCALE: 1" = 500'

SHEET 1 OF 1 SHEET

Exhibit 1

IN THE CITY OF LOS ANGELES
COUNTY OF LOS ANGELES, STATE OF CALIFORNIA



Sec. 2. Relationship to Other Provisions of the Los Angeles Municipal Code.

A. The regulations set forth in this Ordinance are in addition to those set forth in the Los Angeles Municipal Code ("LAMC") and do not convey any rights not otherwise granted under such provisions, except as specifically provided herein.

B. Whenever this Ordinance contains provisions which differ from, or conflict with provisions contained elsewhere in Chapter IX of the LAMC with respect to permitted signs, this Ordinance shall prevail and supersede the other applicable provisions, including, but not limited to, the requirements of Section 91.6201 et seq. of the LAMC. Whenever this Ordinance is silent, the provisions of the LAMC shall apply.

Sec. 3. Permits. All exterior signs and sign support structures shall conform to the requirements of this Ordinance and all applicable provisions of the LAMC. A building permit shall be obtained from the Department of Building and Safety in accordance with the provisions of Section 91.6205 et seq. of the LAMC for any signs and/or sign alterations, other than changes or replacement of copy, that are regulated by this Ordinance or Section 91.6201 et seq. of the LAMC. Notwithstanding the above, no permit application for a sign authorized by this Ordinance shall be referred to the Department of Transportation pursuant to LAMC Sections 91.6205.5 and 91.6205.6.

Sec. 4. Definitions. The following words and phrases, whenever used in this Ordinance, shall be construed as defined in this Section. Words and phrases not defined herein shall be construed as defined in Section 91.6203 of the LAMC.

A. Aerial Sign. A sign of the type shown on Figure 1, bearing only the Arena Name to be located on the surface of the roof of the Arena bowl or mounted on a planar surface parallel to the roof of the Arena bowl.

B. Arena. The sports and entertainment complex located on the Arena Site as identified in Exhibit 1.

C. Arena Name. The name of the Arena, which may include the name and logo (including colors and typestyles) of the Naming Sponsor.

D. Arena Site. The approximately nine acre site located at the southwest corner of Figueroa Street and 11th Street, upon which the Arena is located, and which is identified in Exhibit 1.

E. Building Name Sign. A sign of the type shown on Figure 2, which bears only the Arena name.

F. Convention Center Site. The property on which the Los Angeles Convention Center is located as identified in Exhibit 1.

G. Convention Center/Arena Identifying Sign. A sign which is attached to the exterior wall of the South Hall and which contains language identifying the Los Angeles Convention Center and either (a) the Arena Name, or (b) the Development Name.

H. Development. The Arena in combination with all or a portion of the Olympic/Figueroa Properties.

I. Development Name. The name of the Development, which may include the name and logo (including colors and typestyles) of the Development Sponsor.

J. Development Sponsor. The entity for which the Development is named. For purposes of this ordinance, any reference to Development Sponsor may include the corporate logo (including colors and typestyles) corresponding to such entity.

K. Entrance Sponsor Sign. A sign of the type shown in Figure 2, bearing only the Arena Name which is located at or near an entrance to the Arena.

L. Freestanding Structure. A freestanding structure located at a Major Arena Entrance, designed to accommodate video monitor signs and information signs.

M. Illuminated. Lighting which may be internal or directed from the front or back, or directed from above or below, including any combination of these methods of lighting, except as otherwise permitted herein.

N. Major Entrances. The three entrances to the Arena located at Figueroa Street and 12th Drive, the 11th Street Plaza and 11th Street, as indicated in Exhibit 2.

O. Naming Sponsor. That entity for which the Arena is named. For purposes of this ordinance, any reference to Naming Sponsor may include the corporate logo (including colors and typestyles) corresponding to such entity.

P. Olympic/Figueroa Properties. The areas identified as Olympic Properties and Figueroa Properties in Exhibit 1.

Q. Retail Business Sign. A sign, that is either a wall sign, a projecting sign, or a window sign that displays any message directing attention to a business, product, service, profession, or commodity that is generally conducted, sold, manufactured, produced, offered or occurs on the premises of the Arena, and which is not a type of sign otherwise defined herein.

R. Scrolling Readerboard. A changeable electronic text sign attached to the exterior wall of the Arena, and which displays changeable electronic text which may scroll or alternate along the length of the sign.

S. South Hall. The South Hall of the Los Angeles Convention Center, as identified in Exhibit 1.

T. Trivision. A sign with the capacity to change the content of its visual message by regularly rotating the outward facing sign panels to reveal one of three separate visual messages.

U. Video Board. An electronic sign with the capacity to display full motion video images and written text. The video board may display entertainment and informational content only (which, in each case, may incorporate some form of sponsor identification).

V. Video Monitor Sign. An electronic sign with the capacity to display video images and written text, which may only be used to display entertainment, art and/or informational content.

Sec. 5. Regulations. The following regulations shall apply to the signs erected or maintained on the Arena Site or combined Arena/Los Angeles Convention Center site. Except as set forth below, no other signs shall be permitted on the Arena site, building or structure.

A. Naming Sponsor Signs.

1. Aerial Sign.

a. Number. A maximum of one aerial sign shall be permitted.

b. Location. The aerial sign may either be (i) painted directly on the roof, (ii) mounted or painted on a membrane parallel to the roof, or (iii) be composed of raised letters mounted parallel to the surface of the roof.

c. Area. The aerial sign shall not exceed 10,000 square feet in area.

d. Illumination. The aerial sign will be primarily visible from above the Arena and may be illuminated.

2. Building Name Sign.

a. Number. There shall be a maximum of three building name signs.

b. Location. A building name sign may be located at the following areas of the Arena: (i) the exterior wall of the Arena, (ii) the lower parapet of the Arena and in a manner such that the bottom of the letters may extend up to six (6) feet above that parapet, or (iii) above a

guard rail on the Arena. The method or mode of attachment for such building name sign may either be by way of attachment to the wall, parapet or guardrail or attachment to other Arena structural systems, as permitted by the Department of Building and Safety.

c. Height. The distance from the sidewalk grade or edge of roadway grade nearest a building name sign to the bottom of the sign shall, in the case of a building name sign located on a parapet, columns behind a parapet, or guard rail, not exceed a height of 90 feet for two of the signs and 70 feet for the third sign. Notwithstanding the above, if a building name sign is located on an exterior wall of the Arena, it shall not exceed a height of 120 feet as measured from the sidewalk grade or edge of roadway grade nearest a building name sign to the bottom of the sign, provided, however, in no case may such building name sign extend above the roof of the Arena.

d. Area. Each building name sign shall be composed of individual letters and shall not exceed 14 feet in height and 175 feet in length.

e. Illumination. Each building name sign may be illuminated.

B. Entrance Sponsor Sign.

1. Number. There shall be a maximum of four entrance sponsor signs. No more than one entrance sponsor sign may be located at or near any entrance to the Arena.

2. Location. An entrance sponsor sign may be (a) attached to or supported from the exterior wall of the Arena, or (b) attached to a balcony on the Arena in a manner such that the sign shall hang below or extend above that balcony.

3. Height. The distance from the sidewalk grade or edge of roadway grade nearest an entrance sponsor sign to the bottom of the sign shall not exceed a height of 20 feet or be lower than 10 feet.

4. Area. No entrance sponsor sign may be greater than 6 feet in height and 80 feet in length.

5. Illumination. Each entrance sponsor sign may be illuminated.

C. Signs on Freestanding Structures.

1. Number. There may be a maximum of nine (9) freestanding structures. Each structure may consist of up to four (4) video monitor signs and speakers and up to four (4) information signs mounted on, attached to, or built into the freestanding structures.

2. Location. The freestanding structures which contain video monitor signs and information signs may only be located at or near the Major Entrances to the Arena, and each Major Entrance shall have no more than three (3) freestanding structures on which the video monitor signs and information signs may be located.

3. Height. The height of any freestanding structure, video monitor signs and information signs shall be measured from the highest point of the freestanding structure, video monitor sign or information sign to sidewalk grade or edge of roadway grade nearest the sign or freestanding structure.

a. The height of any video monitor sign or information sign shall not exceed 20 feet in height.

b. The height of any freestanding structure shall not exceed a height of 60 feet.

4. Area.

a. The combined viewing area of all video monitor signs per freestanding structure shall not exceed 36 square feet.

b. The combined area of all information signs per freestanding structure shall not exceed 48 square feet.

5. Usage. The video monitor signs and speakers will only be utilized during the period two (2) hours before, during and two (2) hours after an event at the Arena.

D. Scrolling Readerboard

1. Number. A maximum of one scrolling readerboard shall be permitted.

2. Location. The scrolling readerboard may only extend along the exterior wall of the Arena retail/office structure facing Figueroa Street and/or the corner of Figueroa Street and 11th Street.

3. Height. The distance from the sidewalk grade or edge of roadway grade nearest the scrolling readerboard sign to the bottom of the sign shall not exceed a height of 20 feet.

4. Area. The scrolling readerboard shall not exceed six feet in height and 200 feet in length.

5. Illumination. The scrolling readerboard shall consist of either white or red light bulbs on a black background.

E. Video Board.

1. Number. A maximum of one video board shall be permitted.

2. Location. The video board may only be mounted on the west facing exterior wall of the Arena at or near the intersection of 11th Street and Figueroa Street.

3. Height. The distance from the sidewalk grade or edge of roadway grade nearest the video board to the bottom of the sign shall not exceed a height of 30 feet.

4. Area. The area of the video board shall not exceed 800 square feet.

F. Retail Business Signage

1. Location. Retail business signs may be located on the exterior of the Arena facing Figueroa Street, 11th Street or elsewhere in the retail/office portion of the Arena.

2. Area. The total sign area of retail business signs shall not exceed five square feet for each foot of building frontage devoted to street level retail or office uses (including, but not limited to, retail stores, ticket offices, television broadcast studios, tourist offices and restaurants).

3. Criteria. Retail business signs shall be subject to certain criteria and standards (including, but not limited to, location, sign area, design and content) set forth in a uniform signage plan established by the Arena developers and reasonably approved by the Community Redevelopment Agency ("Agency") and the City.

4. Illumination. Each retail business sign may be illuminated in accordance with the criteria and standards set forth in the uniform signage plan.

G. Information Signs. In addition to the above described signs, information signs, as reasonably approved by the Agency and the City, will be displayed at various locations on the exterior of the Arena.

H. Pole Signs.

1. Number. There may be a maximum of two pole signs erected and maintained in connection with the Arena.

2. Location. One pole sign may be located within the southwestern portion of the Olympic/Figueroa Properties and may be visible from the 110 (Harbor) Freeway. The other pole sign may be located within the Convention Center site and may be visible from the 10 (Santa Monica) Freeway.

3. Area. The maximum permitted sign area per side for each pole sign shall be 3,700 square feet. Each pole sign may have two visible signage faces. Each pole sign may contain the following components on each of the two sign faces:

a. A message board which shall not exceed 1,000 square feet in area per side.

b. One of the following advertising panel components:

(I) Two trivision advertising panels (one above the message board and one below the message board), with each such advertising panel being no more than 700 square feet in area for a total of 1,400 square feet on each side of the pole sign; or

(ii) A maximum of six separate stationary sign panels which may be above, below and/or beside each side of the message board, and which shall not exceed a combined sign area of 1,600 square feet per side.

c. A stationary sign bearing the Arena name, which sign component shall be above the message board and the advertising panel components, and which shall be no greater than 20 feet in height and 55 feet in length.

4. Height. Each pole sign 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, and not more than 75 feet as measured from the bottom of the sign to sidewalk grade or edge of roadway grade. The aggregate dimensions of the signage areas of each side shall not exceed 75 feet in height and 55 feet in width.

5. Illumination. The pole signs may be illuminated.

6. Usage. The message board shall be limited to displaying informational content, including event announcements. The advertising panel components may be used for sponsor identification, advertising and brand identification.

I. Convention Center/Arena Identifying Sign.

1. Number. One Convention Center/Arena Identifying sign consisting of individually mounted letters shall be permitted.

2. Location. The Convention Center/Arena Identifying sign shall be mounted on the exterior wall of the curved portion of the South Hall facing the intersection of the 10 and the 110 Freeways. The tops of the letters shall not protrude above the top of the South Hall wall.

3. Area. The sign area for the Convention Center/Arena Identifying sign shall not exceed 6,000 square feet.

4. Illumination. The Convention Center/Arena Identifying sign may be illuminated.

J. Parking Area Signs. The parking facilities to be developed in connection with the Arena may contain information signs as allowed pursuant to the Los Angeles Municipal Code.

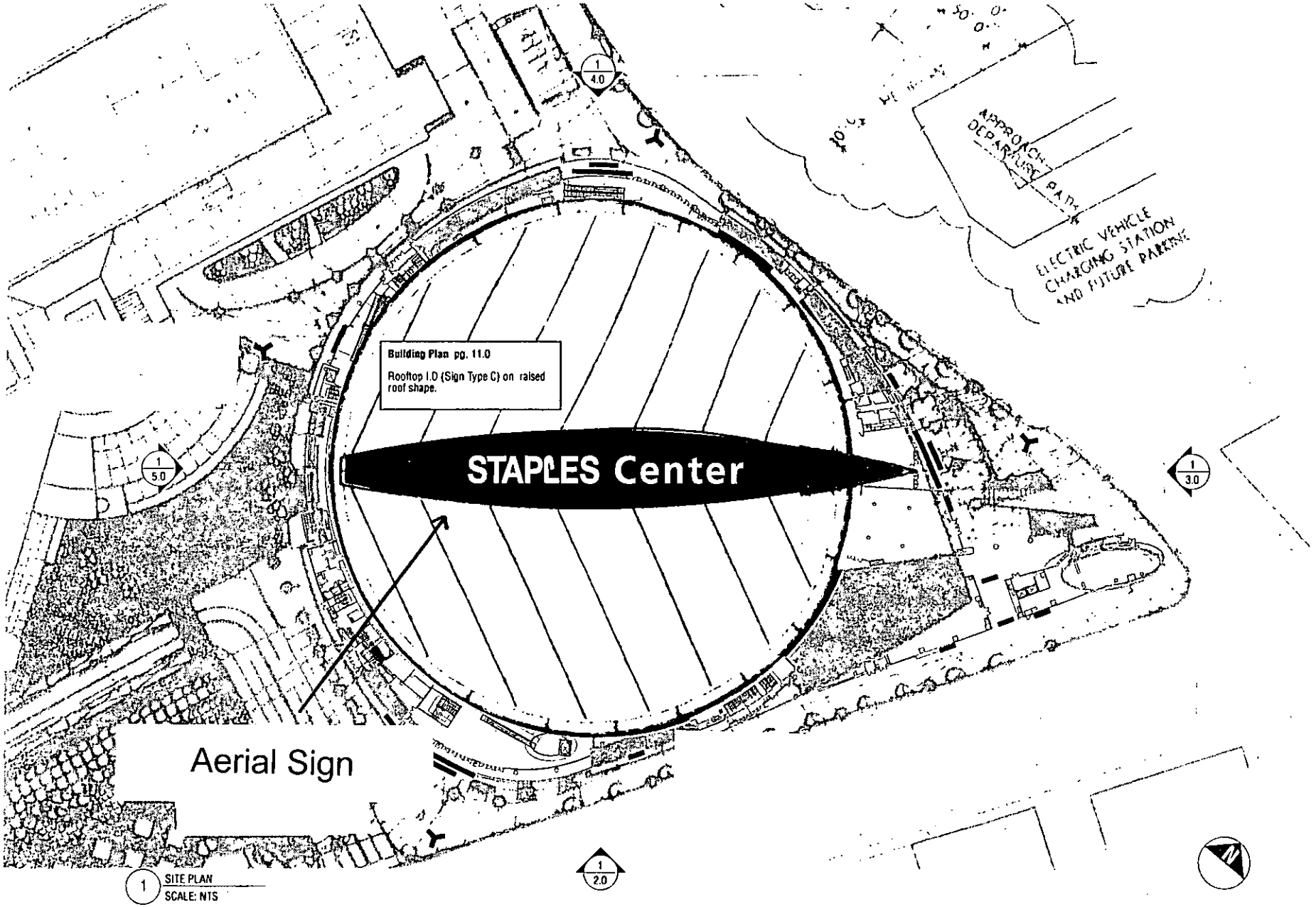
Sec. 6. Interpretation. This Ordinance shall be construed liberally to carry out the purpose of providing signage appropriate to the sports and entertainment uses of the Arena. Whenever any ambiguity or uncertainty exists related to the signs permitted by this Ordinance or the application of this Ordinance so that it is difficult to determine the precise application of these provisions, the General Manager of the Department of Building and Safety shall, upon application by any person and accompanied by the applicable fee, as determined by the General Manager, issue written determinations on the requirements of the Ordinance consistent with the purpose and intent of this Ordinance.

The applicant, or any other aggrieved person, may appeal the determination of the General Manager to the Board of Building and Safety Commissioners pursuant to the provisions of Section 98.0403.1 of the LAMC.

Sec. 7. Severability. If any provision of this Ordinance or the application thereof to any person or circumstance is held to be unconstitutional or otherwise invalid by any court of competent jurisdiction, such invalidity shall not affect other provisions, clauses or applications of this 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. 8. Termination. The provisions of this Ordinance shall remain in effect for the duration of the Arena Ground Lease by and between the City of Los Angeles and the L.A. Arena Development Company, or its successors and assigns. In the event of early termination of the Arena Ground Lease, as provided in the Arena Ground Lease, any sign permitted by this Ordinance which is not located on property owned by the City of Los Angeles shall be removed.

58806



COMM ART
Communication Arts Incorporated
1112 Pearl Street
Boulder, Colorado 80302
303.447.8202

These drawings are for the sole purpose of expressing visual design intent only and are not intended for actual fabrication purposes. Sign contractor accepts total responsibility for material's selection, fabrication and installation.

October 20, 1998
DATE

REVISIONS

DRAWN BY

CHECKED BY

Submittals Required

Staples Center
Design Developme

Exterior Signage
Site Plan Overview

Scale: NTS

1.0

Figure 1

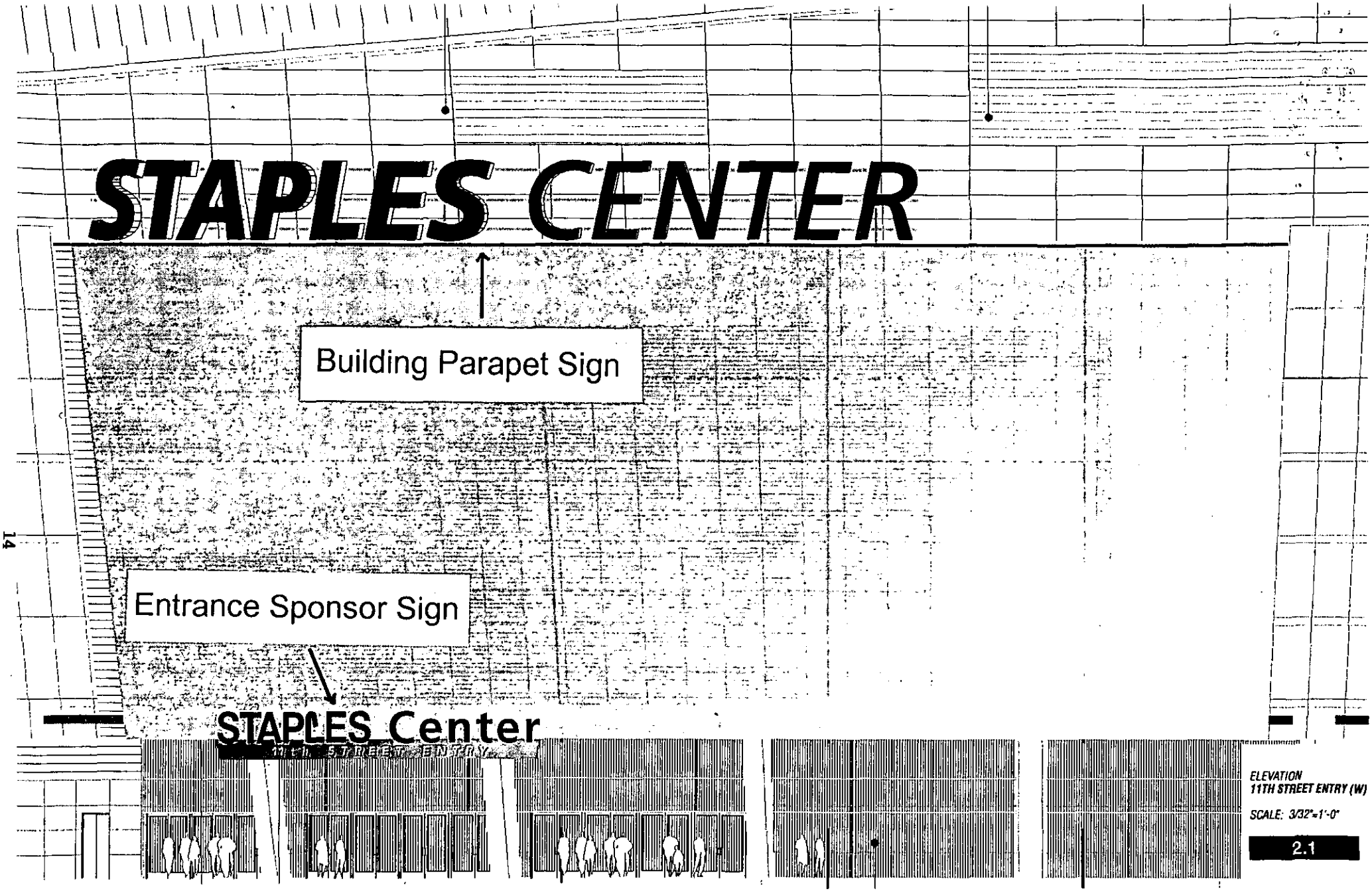

STAPLES CENTER
Building Parapet Sign
Entrance Sponsor Sign
STAPLES Center
11th STREET ENTRY
ELEVATION
11TH STREET ENTRY (W)
SCALE: 3/32"=1'-0"
2.1

Figure 2

Sec. 9. The City Clerk shall certify to the passage of this ordinance and cause the same to be published in some daily newspaper printed and published in the City of Los Angeles.

I hereby certify that the foregoing ordinance was introduced at the meeting of the Council of the City of Los Angeles FEB 10 1999 and was passed at its meeting of FEB 17 1999

J. MICHAEL CAREY, CITY CLERK

BY Conrad Carter
Deputy

Approved FEB 19 1999

ACTING
Mayor

Approved as to Form and Legality

JAMES K. HAHN, City Attorney

By
SHARON SIEDORF CARDENAS
Assistant City Attorney

Pursuant to Sec. 97.8 of the City Charter, approval of this ordinance recommended for the City Planning Commission.....

December 14, 1998

See attached report

Director of Planning

File No. 96-1590-S1

(Publish3)