At its meeting on December 11, 2008, the following action was taken by the City Planning Commission:

1. Approved the requested Signage Supplemental Use District for a Sign District located in downtown Los Angeles, within the block bounded by Olympic Boulevard to the south, Figueroa Street to the west, 9th Street to the north and Flower Street to the east:
2. Adopted the attached revised Findings.
3. Adopted the attached revised Ordinance, incorporating the Commission's recommendations regarding monument sign content, sign reduction relating to specific parcels, light disbursement of electronic displays and language permitting both a supergraphic sign covering windows and an additional electronic message display in Sub-District B.

Fiscal Impact Statement: There is no General Fund impact as administrative costs are recovered through fees.
At its meeting on December 11, 2008, the following action was taken by the City Planning Commission:

1. **Approved** the requested **Signage Supplemental Use District** for a Sign District located in downtown Los Angeles, within the block bounded by Olympic Boulevard to the south, Figueroa Street to the west, 9th Street to the north and Flower Street to the east:

2. **Adopted** the attached revised Findings.

3. **Adopted** the attached revised Ordinance, incorporating the Commission's recommendations regarding monument sign content, sign reduction relating to specific parcels, light disbursement of electronic displays and language permitting both a supergraphic sign covering windows and an additional electronic message display in Sub-District B.

4. **Approved** Mitigated Negative Declaration ENV-2007-843-MND.

Fiscal Impact Statement: There is no General Fund impact as administrative costs are recovered through fees.

This action was taken by the following vote:

-Moved: Usher
-Seconded: Lara
-Ayes: Cardoso, Freer, Kezios, Montanez, Woo
-Absent: Hughes, Roschen

Vote: 7-0

Effective Date / Appeals: The Commission's determination is further appealable (if disapproved in whole or in part) by the applicant only and will be final 15 days from the mailing date of this determination unless an appeal is filed to the City Council within that time. All appeals shall be filed on forms provided at the Planning Department's Public Counters at 201 N. Figueroa Street, Fourth Floor, Los Angeles, or at 6262 Van Nuys Boulevard, Suite 251, Van Nuys. This action is final on the mailing date of the determination mailing date.

If you seek judicial review of any decision of the City pursuant to California Code of Civil Procedure Section 1094.5, the petition for writ of mandate pursuant to that section must be filed no later than the 90th day following the date on which the City's decision became final pursuant to California Code of Civil Procedure Section 1094.6. There may be other time limits which also affect your ability to seek judicial review.

Attachments: Findings (Revised), Ordinance (Revised), City Planning Commission Staff Report
City Planners: Kevin Keller, Jon Tanury
An Ordinance establishing the Figueroa and Olympic Signage Supplemental Use District (the "Figueroa and Olympic Sign District") pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (the "Code").

WHEREAS, signage is an important part of the architectural history of Downtown Los Angeles, and it is important to recognize the contribution that signage plays in the revitalization and redevelopment of pedestrian-oriented, cultural, and entertainment-related districts.

WHEREAS, the properties within the project area include structures which have been designed to be oriented primarily towards major streets.

WHEREAS, the structures within the project area have been designed in such way to architecturally integrate signage into their design.

NOW, THEREFORE, THE PEOPLE OF LOS ANGELES DO ORDAIN AS FOLLOWS:

SECTION 1. ESTABLISHMENT OF THE FIGUEROA AND OLYMPIC SIGN DISTRICT

The City Council hereby establishes the Figueroa and Olympic Sign District applicable to the areas shown on the map attached hereto as Figure A, dated November 25, 2008, and made a part hereof for all purposes.
FROM C2-4D TO C2-4D·SN
FROM [Q]R5-4D TO [Q]R5-4D·SN

1 inch equals 125 feet

FIGUEROA AND OLYMPIC SIGN DISTRICT

Data Source: Department of City Planning, Bureau of Engineering
SECTION 2. PURPOSE

This Ordinance is enacted to establish guidelines and standards to:

A. Support and enhance land uses and urban design objectives in the Central City Community and Redevelopment Plans;

B. Reinforce the pedestrian-oriented character of the streets within and immediately surrounding the Figueroa and Olympic Sign District by allowing and encouraging pedestrian-oriented signs throughout the district;

C. Contribute to a lively and colorful pedestrian atmosphere along the major arterial streets linking Figueroa North properties and the Los Angeles Sports and Entertainment District (LASED), in part by allowing and encouraging large-scale graphics that are compatible with the sports, retail and entertainment uses in the LASED, while recognizing and promoting signage appropriate to the residential, educational, retail and historic uses within the Figueroa and Olympic Sign District; and

D. Enable the regulation of all signs in order to:

1. Ensure the quality of the Central City's appearance by avoiding clutter and subjecting certain sign types to the Project Permit Review process;

2. Ensure that new signs are responsive to and integrated with the aesthetic character of the structures on which they are located, and are positioned in a manner that is compatible both architecturally and relative to the other signage on-site;

3. Encourage creative, well-designed signs that contribute in a positive way to the City's visual environment, and help maintain an image of quality for the Central City; and

4. Protect residential districts adjoining non-residential districts and residences within mixed-used projects from potential adverse impacts of signs, including visual impacts of excessive numbers of signs, excessive sign size, sign illumination and sign motion/animation.

SECTION 3. APPLICATION OF SUPPLEMENTAL USE DISTRICT REGULATIONS

A. The regulations of this Ordinance are in addition to those set forth in the planning and zoning provisions of the Los Angeles Municipal Code (Code). Except as specifically provided for in this Ordinance, these regulations do not convey any rights not otherwise granted under the provisions and procedures contained in the Code or other relevant ordinances.

B. Wherever this Ordinance contains provisions which establish regulations that are different from, more restrictive than or more permissive than would be allowed pursuant to the provisions contained in the Code, this Ordinance shall prevail and supersede the applicable provisions of the Code and those relevant ordinances and any amendments thereto.

SECTION 4. SUPPLEMENTAL USE DISTRICT COMPLIANCE REQUIREMENTS

A. Prohibition. The Department of Building and Safety (LADBS) shall not issue a permit for a sign unless the sign complies with the requirements of this Ordinance, as determined by the Director of Planning. Unless otherwise specified in this Ordinance to the contrary, all signs shall comply with the provisions of LAMC Section 14.4.
B. Review Procedure. The Applicant shall submit three copies of proposed signage drawn to scale, indicating the sign area, sign location, sign type, sign height, placement, lettering styles, materials, colors and lighting methods for the proposed sign(s). The application shall also identify the Sub-District location, the proposed location of the sign, and indicate conformance with the requirements set forth in Subsection C of this Section. Prior to the issuance of any permit, the Director shall stamp, sign, and date an approved sign plan to be given to LADBS to ensure consistency in the permitting process.

1. Planning Department Sign Off Required. A permit may be issued by LADBS for the following type of signs with only a Planning Department sign off on the permit application:
   a) Architectural Ledge Sign;
   b) Awning Sign;
   c) Pedestrian Sign;
   d) Monument Sign;
   e) Wall Sign;
   f) Window Sign; and
   g) Information Sign.

2. Sign Application Required. No permit shall be issued by LADBS for the following types of signs unless the Director has issued a Project Permit Compliance approval pursuant to the procedures set forth in Section 11.5.7 of the Code:
   a) Electronic Message Display Sign;
   b) Integral Electronic Display Sign;
   c) Construction/Lease Sign;
   d) Projecting Sign;
   e) High-Rise Sign;
   f) Supergraphic Sign; and
   g) Any other signs which are permitted by the LAMC and are not prohibited by this Ordinance.

C. Findings Required for Project Permit Compliance. Signs shall be reviewed for consistency with all applicable sections of this Ordinance. Prior to approval of a Project Permit, the Director shall make the following findings:

1. All proposed signage is appropriately scaled to the architectural character of all buildings, existing signs, and structures on the lot;

2. All existing and proposed signage results in a complementary enhancement to the architecture and open spaces on the lot, and results in a visually uncluttered appearance;

3. The proposed signage complies with all of the applicable sign regulations of this Ordinance, including sign area, total signage facade coverage, sign type, sign height, and operating hours; and

4. The proposed signage is generally consistent with the Conceptual Sign Plan. The Director shall refer to the Conceptual Sign Plan, dated November 25, 2008 and located in the City file, to provide guidance in approving permitted signage within the Sign District project.

SECTION 5. DEFINITIONS

The following terms whenever used in this Ordinance are defined below or cross-referenced to definitions used in the Code. To the extent that other terms used in this Ordinance are not listed below but are defined in the Code, those definitions shall apply. The definitions set forth in this Section are intended to encompass future technologies.
Animation. Movement, including, but not limited to, flashing, changing, moving, streaming, scrolling, blinking of any part of a sign, including, but not limited to, images, parts, or illumination at a rate of more than once every 24 hours.

Architectural Ledge Sign. A sign with individual channel letters, numbers, symbols or icons, which stand atop a horizontal projection forming a narrow shelf on a wall or architectural projection.

Awning Sign. Any sign located on the valance of a shelter supported entirely from the exterior wall of a building which extends over a building feature (door, window, or landscape/site feature such as a patio, deck, or courtyard) and is constructed of fabric, or other approved material, supported by a framework of metal or other noncombustible materials.

Billboard Sign. Any sign on one or more poles or columns which:

1. is four feet or greater in height as measured from the natural or finished grade, whichever is higher, to the bottom of the sign; and

2. is supporting a sign panel that is attached to the pole(s), post(s), or column(s) and that may be cantilevered over a building or structure on the lot; and

3. is structurally separate from an existing building or other improvement on a lot; and/or

4. is supported by an independent footing inside an existing building or other improvement on a lot extending through the roof of the supporting structure.

Cabinet Sign. Also known as can or plastic-faced box sign. A sign with text, logos and/or symbols placed on the plastic face of an enclosed cabinet attached to the face of a building. The face may be translucent or opaque and may be illuminated or non-illuminated.

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

Channel Letters. Three-dimensional, individually cut letters, numbers or symbols, which can be illuminated or non-illuminated.

Character-Defining Feature. Any physical characteristic of a Historic Building or Structure, including signage, that conveys its historic identity and is identified as character-defining in a report prepared by a Qualified Architectural Historian.

Construction/Lease Sign. A temporary sign, consisting of an image that is printed on vinyl, mesh or other material, which is placed on the exterior of a building during the construction/lease period, and which does not comply with the provisions of Section 14.4 et. seq. of the Code, relating to Wall Signs, Mural Signs, Off-Site Signs and/or Temporary Signs.

Director. The Director of Planning or her or his designee.

Electronic Display. A sign which uses still images, scrolling images or moving images, including video and animation, utilizing a series or grid of lights that may be changed through electronic means, including cathode ray, light emitting diode display (LED), plasma screen, liquid crystal display (LCD), fiber optic, or other electronic media or technology. An Electronic Display shall be permitted as an Electronic Message Display or an Integral Electronic Message display only.

Electronic Message Display Sign. A sign which consists predominately of an Electronic Display and is attached
to or erected against the wall of a building or structure, with the exposed face of the sign in a plane approximately parallel to the plane of the wall.

**Historic Building.** A building or structure that is:

1. listed as a Historic-Cultural Monument by the City of Los Angeles; or

2. listed in, or has been determined to be "eligible" or "potentially eligible" for listing in the National Register of Historic Places or has been determined "eligible" for listing in the California Register of Historic Places by a local, state, or federal agency or by a Qualified Architectural Historian as a part of an official survey prepared for such an agency or is listed as such in the State Historic Resources Inventory; or

3. listed as a historically significant building in a historic resources survey conducted by the Director.

**Historic Sign.** Any sign which is determined to be historically significant by a Qualified Architectural Historian.

**Illuminated Architectural Canopy Sign.** An enclosed illuminated structure that is attached to the wall of a building with the face of the sign approximately parallel to the wall and with the message integrated into its surface.

**Integral Electronic Display Sign.** A sign which:

1. consists predominantly of an Electronic Display; and

2. is attached directly to and made integral with architectural elements on the façade of a building; and

3. has an open or lattice design which allows outward views from within the supporting structure.

**Neon Sign.** Letters, numbers or figures formed from illuminated, gas-filled, vacuum-sealed glass tubes.

**Pedestrian Sign.** A type of pedestrian-oriented Projecting Sign which is attached to a wall or to the underside of an awning, architectural canopy or marquee, with one or two sign faces perpendicular to the face of the building.

**Pole Sign.** Any sign structure, except a Billboard Sign, which is erected or affixed to one or more poles or posts and the pole or post of which exceed(s) a height of 8 feet as measured from the existing or artificially created grade to the bottom of the sign.

**Projecting Sign.** A sign, other than a Wall Sign, which is attached to a building and projects outward therefrom with one or more sign faces approximately perpendicular to the face of the building.

**Qualified Architectural Historian.** A recognized expert in the field of architectural history whose qualifications are accepted by the Director.

**Supergraphic Sign.** A sign, consisting of an image that is applied to and made integral with a wall or printed on vinyl, mesh or other material, and which does not comply with the provisions of Section 14.4 et seq. of the Code, relating to wall signs, mural signs, off-site signs and/or temporary signs.

**Wall Sign.** Any sign (excluding an Integral Electronic Display Sign, Electronic Message Display Sign or a Supergraphic Sign) attached to, painted on or erected against the wall of a building or structure, with the exposed face of the sign in a plane approximately parallel to the plane of the wall.

**Window Sign.** A sign, except for a Supergraphic Sign, that is attached to, affixed to, leaning against, or otherwise placed within six feet of any window or door in such a manner that it is visible from outside the building.
SECTION 6. GENERAL REQUIREMENTS

A. General Requirements of the Code. Unless otherwise specified in this Ordinance to the contrary, the general sign requirements set forth in the Code shall apply to this Supplemental Use District for permits, plans, design and construction, materials, street address numbers, identification, maintenance, prohibited locations, and sign illumination.

B. Permitted Signs. Except as otherwise provided in Subsection C, below, all signs defined in Section 5, above, and signs which are otherwise permitted by the Code shall be permitted, as set forth in this Ordinance.

C. Prohibited Signs.

1. Billboard Signs;
2. Cabinet Signs or conventional plastic faced box, canister, or can signs;
3. Captive Balloon Signs;
4. Illuminated Architectural Canopy Signs;
5. Internally Illuminated Awning Signs;
6. Inflatable Devices;
7. Signs covering exterior doors and windows (whether operable or inoperable), rescue windows or other openings that serve habitable floor area, except for Integral Electronic Display Signs and Construction/Lease Signs as regulated by this Ordinance;
8. Roof Signs, including signs on sloping roofs;
9. Electronic Displays, except as Integral Electronic Display Signs and/or Electronic Message Display Signs.

D. Hazard Review. Signs that adhere to the regulations outlined in this Ordinance shall be exempted from the Hazard Determination review procedures in LAMC Section 14.4.5. All signs containing Electronic Displays shall be subject to review under the process established by Section 4 of this Ordinance. As part of this process, the Director of Planning shall consult with the General Manager of the Department of Transportation on the design and operational elements of any Electronic Display. All signs shall continue to be subject to any applicable Caltrans review.

E. Sign Area Calculation.

1. The Combined Sign Area of all signs (other than Integral Electronic Display Signs and Construction/Lease Signs) located in Vertical Sign Zone 1, directly facing any single street from any single building facade, shall not exceed 15% of the building wall area in Vertical Sign Zone 1.

2. The Combined Sign Area of all signs (other than Integral Electronic Display Signs and Construction/Lease Signs) located in Vertical Sign Zone 2, directly facing any single street from any single building facade, shall not exceed 30% of the building wall area in Vertical Sign Zone 2.

3. The Combined Sign Area of all signs located in Vertical Sign Zone 3 (other than Integral Electronic Display Signs), directly facing any single street from any single building facade, shall not exceed 5% of the building wall area in Vertical Sign Zone 3.

F. Illumination. All signs (except Construction/Lease Signs) within the Figueroa and Olympic Sign District may be illuminated. Signs may be illuminated by either internal or external means. Methods of signage illumination may include, but not be limited to: electric lamps, such as neon tubes; fiber optic; incandescent lamps; LED; LCD; cathode ray tubes exposed directly to view; shielded spot lights and wall wash fixtures. All Illuminated Signs shall be designed, located or screened so as to limit direct light sources onto any residential units, as well as limit view of the source of the light itself.
G. **Animation.** Limited animation of Integral Electronic Displays and Electronic Message Displays is permitted in Sub-District A, as further restricted by the regulations for specific sign types in this Ordinance. Animation of signs is prohibited for any other type of sign or in any other location.

H. **Sign Hours of Operation of Electronic Display Signs.** Electronic Displays shall be limited in their hours of operation, and may only be illuminated between the hours of 7 AM and 12 AM.

I. **Signs Within More Than One Sub-District or Vertical Sign Zone.** In those instances where a single sign is proposed to cross more than one Sub-District or more than one Vertical Sign Zone, the sign shall be permitted and the sign area shall be calculated based upon each applicable district and level within which the sign is located. In no event shall the sign area of an individual sign exceed that permitted in the most permissive Sub-District or Vertical Sign Zone area in which the sign is located. Where portions of a sign are subject to differing animation, hours of operation or other regulations, each portion of the sign shall be subject to the applicable regulations for that portion of the sign.

J. **Removal of Existing Non-Conforming Signs.** A building permit for a new sign on a parcel within the Figueroa and Olympic Sign District shall not be issued until:

1. All prohibited signs, regardless of whether or not such signs were legally permitted (unless such signs are designated Cultural Resources), have been removed from such parcel and the removal has been inspected and approved by the Director.

2. All un-permitted signs (unless such signs are designated Cultural Resources), have been removed from such parcel and the removal has been inspected and approved by the Director.

K. **Historic Buildings.** Signage on Historic Buildings or on parcels on which Historic Buildings are located is allowed so long as:

1. The signage does not cover the Character-Defining Features or Historic Signage of the Historic Building; and

2. The signage does not alter or destroy Historic Signage or alter the street views of Historic Signage on the building or adjacent Historic Buildings, including Historic Signage on which the message has been replaced due to deterioration, except for a Temporary Sign; and

3. The signage does not interfere with street views of Character-Defining Features of the Historic Building on which the signage is located or any adjacent Historic Building; and

4. Affixing and removing the signage does not permanently alter the Character-Defining Features of the Historic Building; and

5. The signage is integrated with and complements the architecture of the building and conforms to all other applicable provisions of this Ordinance; and

6. For signs in Vertical Sign Zones 2 and 3, it is determined by the Director, with advice from a Qualified Architectural Historian, that attaching the sign or signs shall not damage the Historic Building or diminish its historical significance.

L. **Other Regulations.** All signs in the Figueroa and Olympic Sign District shall meet all of the following criteria:

1. No sign shall be located or mounted on a rooftop or on poles or other structures that pass through a rooftop.
2. No sign shall encroach into the airspace above any building or structure.

3. The building and ground area around signs shall be properly maintained at all times. All unused mounting structures, hardware and wall perforations from any previous sign shall be removed and building surfaces shall be restored to their original condition.

4. All signage copy shall be properly maintained and free from damaged sign material and other unsightly conditions, including graffiti.

5. Any sign structure shall be at all times kept in good repair and maintained in a safe and sound condition and in conformance with all applicable codes.

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

7. The signage copy must be repaired or replaced immediately upon tearing, ripping, or peeling or when marred or damaged by graffiti.

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

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

M. Permitted Off-Site Signage. Notwithstanding the provisions of Section 14.4.4 of the Code to the contrary, off-site content is permitted within the Supplemental Use District on any type of permitted sign. The Sign District does not regulate the content of any sign.

SECTION 7. SIGN SUB-DISTRICTS

Creation of Sign Sub-Districts. For sign regulation purposes, the Figueroa and Olympic Sign District includes the following Sub-Districts (collectively, "Sign Sub-Districts," all as shown on Figure B, dated November 25, 2008):

A. Sub-District A: Sub-District A signage is intended to be active and engaging, and to support the vitality of Figueroa Street. Signage that enhances the various uses along this street will be encouraged, and non-residential tenants will be encouraged to incorporate innovative and dynamic building displays and signage. Restricted animation is permitted in this Sub-District. This Sub-District generally encompasses signs that are along Figueroa Street.

B. Sub-District B: The signage contained in Sub-District B is intended to be more restrained than the signage contained in Sub-District A and to promote a peaceful living environment without undue visual impact upon residential uses on Flower Street, 9th Street or Olympic Boulevard. Animation of signage is prohibited in Sub-District B. This sub-district generally encompasses signs that are applied directly to Flower Street, 9th Street and Olympic Boulevard building facades.

C. Prohibited Locations of Sign Types by Sub-District. In addition to the regulations of the Code and those regulations elsewhere in this Ordinance, the following signs are prohibited in the following Sub-Districts within the Figueroa and Olympic Sign District:
SECTION 8. VERTICAL SIGN ZONES

Creation of Vertical Sign Zones. For sign regulation purposes, the Figueroa and Olympic Sign District area is divided into three Vertical Sign Zones, as shown on Figure C, attached and dated November 25, 2008. The purpose of the Vertical Sign Zones is to address different sign viewing distances, including pedestrian views from street level, pedestrian views from a distance, and views from vehicles. The Vertical Sign Zones include the following zones:

A. Vertical Sign Zone 1: Vertical Sign Zone 1 shall be located at the ground floor level, defined as 0 feet to 25 feet above grade;

B. Vertical Sign Zone 2: Vertical Sign Zone 2 shall be located at the podium or mid-level of multi-story buildings, defined as 25 feet to 100 feet above grade; and

C. Vertical Sign Zone 3: Vertical Sign Zone 3 shall be located at the upper levels of mid-to high-rise buildings, defined as above 100 feet above grade.

D. Permitted Locations of Sign Types by Vertical Sign Zone. Notwithstanding those signs that are both permitted by the Code and not prohibited by this Ordinance, the following signs are the only sign types permitted in the following Vertical Sign Zones within the Figueroa and Olympic Sign District, subject to the regulations in this Ordinance:

<table>
<thead>
<tr>
<th>Vertical Sign Zone</th>
<th>Permitted Signs (1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Architectural Ledge Signs, Awning Signs, Monument Signs, Pedestrian Signs, Projecting Signs, Wall Signs, Window Signs, Information Signs, Supergraphic Signs, Wall Signs.</td>
</tr>
<tr>
<td>3</td>
<td>High Rise Signs, Integral Electronic Display Signs.</td>
</tr>
</tbody>
</table>

(1) Exception: An Electronic Message Display Sign, to be located upon a building or structure at the southeast corner of 9th Street and Figueroa Street, shall be permitted to be located below the height of 25 feet as otherwise required, as shown on the Conceptual Sign Plan, subject to the approval of the Director of Planning.

SECTION 9. REGULATIONS FOR SPECIFIC TYPES OF PERMITTED SIGNS

(1) Exception: An Electronic Message Display Sign, to be located upon a building or structure at the northwest corner of Olympic Boulevard and Flower Street, shall be permitted to be located within Sub-District B, as shown on the Conceptual Sign Plan, subject to the approval of the Director of Planning.
A. Architectural Ledge Sign.

1. **General.** Individual letters or numbers no taller than 24" or an icon no taller than 24" may stand atop a ledge. No solid panels or Can Signs shall be allowed.

2. **Location.** An Architectural Ledge Sign shall only be located over an entranceway or window on the first floor of a building.

3. **Dimensions.**
   
   a) **Height.** The bottom of the ledge on which an Architectural Ledge Sign is located shall be at least eight feet above the natural or finished grade as measured vertically.
   
   b) **Length.** A ledge which is constructed for the purpose of supporting an Architectural Ledge Sign may not exceed 15 feet in length as measured horizontally.

4. **Projection.** A ledge designed to support an Architectural Ledge Sign may project a maximum of 5 feet from the building face where the sign is located.

B. *Awning Sign.* Notwithstanding the provisions of Section 14.4.19 of the Code to the contrary, letters, numbers or figures applied directly to the awning may be located above the valance, provided that the sign area is less than 20% of the surface area of the face of the awning and the letters, numbers or figures are located below a height of 18 feet above the sidewalk elevation.

C. Construction/Lease Sign.

1. **Minimum Building Height.** A building must be at least 150 feet tall to have a Construction/Lease Sign.

2. **Location.**
   
   a) No portion of a Construction/Lease Sign shall be higher than 100 feet in height nor lower than 35 feet in height, as measured vertically from finished grade.
   
   b) A Construction/Lease sign shall not cover any window of any occupied dwelling unit.
   
   c) A construction lease sign may only be located on a building façade that is approximately parallel with Figueroa Street.

3. **Area.** A Construction/Lease Sign shall not be larger than 40% of the total area of the façade of the building on which the Construction/Lease Sign is located. A Construction/Lease Sign shall be at least 1,200 square feet in size.

4. **Construction.**
   
   a) A Construction/Lease Sign may be comprised of vinyl or other material and may be attached to a wall with an adhesive or by mechanical means. Both the sign and adhesive materials must be approved by LADBS and the Fire Department.
   
   b) The exposed face of a Construction/Lease Sign shall be approximately parallel to the plane of the wall upon which it is located.

5. **Illumination.** A Construction/Lease Sign shall not be illuminated.
6. **Duration.** A Construction/Lease Sign may be installed and maintained during a period up to two years from the issuance of any Certificate of Occupancy for the building to which the sign will be attached. The sign may be installed during construction of the building, subject to LADBS approval. All Construction/Lease Signs shall be removed two years after the issuance of any Certificate of Occupancy for the building to which the sign will be attached.

D. **Electronic Message Display Sign.**

1. **Location.**
   
   a) An Electronic Message Display Sign shall not cover architectural features of a building’s façade, but rather shall create and enhance the building’s architecture and be consistent and compatible with the overall design of the building.

   b) No portion of an Electronic Message Display Sign shall be taller than 100 feet in height, as measured vertically from finished grade.

2. **Area.** The total square footage of all Electronic Message Display Signs located within the Sign District shall not exceed 2,000 square feet.

3. **Brightness.** The lighting of Electronic Message Display Sign shall be subject to the following regulations:

   a) **Timer.** The brightness of an Electronic Message Display Sign shall be controlled by a timer (not a light meter or sensor), which shall be maintained in good working order sufficient to comply with the requirements of this Section.

   b) **Brightness.** An Electronic Message Display Sign shall:

      I. from 45 minutes after sunset to 45 minutes before sunrise be no brighter than 1,200 candelas per square meter; or

      II. from 45 minutes after sunrise to 45 minutes before sunset be no brighter than 7,000 candelas per square meter.

   During the period beginning 45 minutes before sunset and continuing until 45 minutes after sunset, an Electronic Message Display Sign shall transition from its daytime brightness level to its evening brightness level at a consistent rate of speed, being no brighter than 2,900 candelas per square meter at sunset. During the period beginning 45 minutes before sunrise and continuing until 45 minutes after sunrise, an Electronic Message Display Sign shall transition from its evening brightness level to its daytime brightness level at a consistent rate of speed, being no brighter than 2,900 candelas per square meter at sunrise.

4. **Ground Spillage.** When measured at ground level from any location other than the property on which an Electronic Message Display Sign is located, an Electronic Message Display Sign shall not under any circumstance increase the total amount of measurable light more than 2 LUX above the ambient-light level that exists when such Electronic Message Display Sign is extinguished.

5. **Interior Spillage.** When measured from any location within a building on which an Electronic Message Display Sign is located, Electronic Message Display Sign shall not increase the total amount of measurable light more than 1 LUX above the ambient-light level that exists when such Electronic Message Display Sign is extinguished, unless said light increase is the result of exterior atmospheric conditions.
6. **Light Disbursement.** In the event that an Electronic Message Display Sign contains light emitting diodes, each such light emitting diode shall have a light disbursement standard resulting in no more than 50% brightness (a) at 140° when measured on a horizontal axis and (b) 80° when measured on a vertical axis, as shown on Figure D. Such light emitting diodes shall be primarily oriented downwards to reduce light impacts.

7. **Animation.** Electronic Message Displays may be animated, subject to the following restrictions:

   a) **Angle of Movement.** No image may be displayed upon an Electronic Message Display Sign, which, when measured from a point 100 feet distant from the exterior surface of such Electronic Message Display Sign, would cause an eye tracking such image to travel more than 20° per second.

   b) **Cutting/Montage.**

      I. **Fade or Bleed.** Each transition (or cut) between images displayed on an Electronic Message Display Sign shall be a fade or a bleed, with each such fade or bleed lasting a minimum of 3 seconds.

      II. **Speed of Cuts.** Once a transition (or cut) has been completed, the image displayed on an Electronic Message Display Sign shall continue to be displayed for at least three seconds.

      III. **Pan.** No pan of an image displayed on an Electronic Message Display Sign shall cause such image to move across such Electronic Message Display Sign at a rate greater than seven and one-half feet per second.

      IV. **Zoom.** No zoom shall increase or decrease the size of an image being displayed on an Electronic Message Display Sign by more than 10% per second.

8. **Percent Text.** Calculated over any given calendar day, the percentage sum determined by the use of the following formula shall not exceed 25%: (a) the total daily product of (i) the area on which text has actually been displayed, multiplied by (ii) the period of time such text has been displayed, divided by (b) the product of (i) the total area of the Integral Electronic Display Sign, multiplied by (ii) the total period of time during such day in which the Electronic Message Display Sign was operated.

E. **High Rise Signs.**

1. **Minimum Building Height.** A building must be at least 150 feet tall to have a High Rise Sign or Signs.

2. **Location.** On a flat-topped building, High Rise Signs must be located between the top of the windows on the topmost floor and the top of the roof parapet or within an area 24 feet below the top of the roof parapet, whichever is less. On buildings with stepped or otherwise articulated tops, High Rise Signs may be located within an area 24 feet below the top of the building or within an area 24 feet below the top of the parapet of the main portion of the building below the stepped or articulated top. The High Rise Signs must be located on a wall and may not be located on a roof, including a sloping roof, and may not block any eye-level windows.

3. **Number of High Rise Signs.** A building may have no more than two High Rise Signs.

4. **Other Guidelines.** High Rise Signs are encouraged to meet the following guidelines:

   a) The use of symbols or logos, rather than names or words, is encouraged.
b) High Rise Signs should be integrated into the architectural design of the building.

c) High Rise Signs should be designed to be easily changed over time, in order to accommodate new tenants.

d) Nighttime lighting of High Rise Signs, as well as of distinctive building tops, is encouraged and the two should be integrated. Lighting of High Rise Signs should include backlighting that creates a "halo" around the Skylight Sign. Backlighting may be combined with other types of lighting.

F. Integral Electronic Display Signs. Notwithstanding any portion of the Code to the contrary, Integral Electronic Display Signs shall be permitted subject to the following regulations:

1. Location.

   a) An Integral Electronic Display Sign shall not cover the exterior of windows, doors, vents, or other openings that serve occupants of a building unless:

      I. the operability and functionality of all windows, doors, vents, or openings covered by such Integral Electronic Display Sign are maintained to the building’s design standards; and

      II. visibility from the interior of each window covered by such Integral Electronic Display Sign is maintained to the building’s design standards.

   b) An Integral Electronic Display Sign shall not cover architectural features of a building’s façade, but rather shall create and enhance the building’s architecture and be consistent and compatible with the overall design of the building.

   c) No portion of an Integral Electronic Display Sign shall be taller than 150 feet in height, as measured vertically from finished grade.

2. Area. An Integral Electronic Display Sign shall not be larger than 40% of the area of the façade of the building on which the Integral Electronic Display Sign is located.

3. Brightness. The lighting of Integral Display Signs shall be subject to the following regulations:

   a) Timer. The brightness of an Integral Electronic Display Sign shall be controlled by a timer (not a light meter or sensor), which shall be maintained in good working order sufficient to comply with the requirements of this Section.

   b) Brightness. An Integral Electronic Display Sign shall:

      I. from 45 minutes after sunset to 45 minutes before sunrise be no brighter than 1,200 candelas per square meter; or

      II. from 45 minutes after sunrise to 45 minutes before sunset be no brighter than 7,000 candelas per square meter.

During the period beginning 45 minutes before sunset and continuing until 45 minutes after sunset, an Integral Electronic Display Sign shall transition from its daytime brightness level to its evening brightness level at a consistent rate of speed, being no brighter than 2,900 candelas per square meter at sunset. During the period beginning 45 minutes before sunrise and continuing until 45 minutes after sunrise, an Integral Electronic Display Sign shall transition from its evening brightness level to its daytime brightness level at a consistent rate of speed, being no brighter than 2,900 candelas per square meter at sunrise.
4. **Ground Spillage.** When measured at ground level from any location other than the property on which an Integral Electronic Display Sign is located, an Integral Electronic Display Sign shall not under any circumstance increase the total amount of measurable light more than 2 LUX above the ambient-light level that exists when such Integral Electronic Display Sign is extinguished.

5. **Interior Spillage.** When measured from any location within a building on which an Integral Electronic Display Sign is located, said Integral Electronic Display Sign shall not increase the total amount of measurable light more than 1 LUX above the ambient-light level that exists when such Integral Electronic Display Sign is extinguished, unless said light increase is the result of exterior atmospheric conditions.

6. **Light Disbursement.** In the event that an Integral Electronic Display Sign contains light emitting diodes, each such light emitting diode shall have a light disbursement standard resulting in no more than 50% percent brightness (a) 140° when measured on a horizontal axis and (b) 80° when measured on a vertical axis, as shown on Figure D. Such light emitting diodes shall be primarily oriented downwards to reduce light impacts.

7. **Animation.** Integral Electronic Displays may be animated, subject to the following restrictions:

   a) **Angle of Movement.** No image may be displayed upon an Integral Electronic Display Sign, which, when measured from a point 100 feet distant from the exterior surface of such Integral Electronic Display Sign, would cause an eye tracking such image to travel more than 20° per second.

   b) **Cutting/Montage.**

      i. **Fade or Bleed.** Each transition (or cut) between images displayed on an Integral Electronic Display Sign shall be a fade or a bleed, with each such fade or bleed lasting a minimum of 3 seconds.

      ii. **Speed of Cuts.** Once a transition (or cut) has been completed, the image displayed on an Integral Electronic Display Sign shall continue to be displayed for at least three seconds.

      iii. **Pan.** No pan of an image displayed on an Integral Electronic Display Sign shall cause such image to move across such Integral Electronic Display Sign at a rate greater than seven and one-half feet per second.

      iv. **Zoom.** No zoom shall increase or decrease the size of an image being displayed on an Integral Electronic Display Sign by more than 10% per second.

8. **Percent Text.** Calculated over any given calendar day, the percentage sum determined by the use of the following formula shall not exceed 25%: (a) the total daily product of (i) the area on which text has actually been displayed, multiplied by (ii) the period of time such text has been displayed, divided by (b) the product of (i) the total area of the Integral Electronic Display Sign, multiplied by (ii) the total period of time during such day in which the Integral Electronic Display Sign was operated.

9. **Community/Art Content.** Voluntary community programming, art and public service messages are encouraged and supported. As part of an approved Project Permit Compliance Review for an Integrated Electronic Display, an applicant may submit a schedule of operation outlining any planned public art component or community serving uses.

10. **Monitoring.** To facilitate the monitoring of compliance with the conditions of this Ordinance, the operator of an Integral Electronic Display Sign shall:
a) maintain an accurate schedule of images displayed on such Integral Electronic Display Sign together with copies of all such images for at least 60 days after the date of an image’s display; and

b) provide copies of such schedule and images as requested by the Director.

G. Pedestrian Signs.

1. General.

a) A Pedestrian Sign shall be used to identify the business tenant served by the sign.

b) No text message or logos shall be permitted on that portion of a Pedestrian Sign that is parallel to the face of the building.

c) 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.

d) A Pedestrian Sign shall be double-faced and the faces shall be parallel.

2. Location.

a) Each business that is located on the ground level of a building may have one Pedestrian Sign within five linear feet of the main entrance of that business.

b) Each business that is located on a second floor level of a building may have a Pedestrian Sign on the ground level if there is direct exterior pedestrian access to the business floor space.

3. Dimensions.

a) Width. No portion of a Pedestrian Sign that is parallel to the face of the building shall exceed 1 feet in width.

b) Height. No portion of a Pedestrian Sign shall be located less than 8 feet above the sidewalk grade to the bottom of the sign.

4. Individual Sign Area. The sign area for a Pedestrian Sign shall not exceed 9 square feet for each sign face.

5. Projection From The Building Face. Notwithstanding the provisions of Section 14.4.9 of the Code to the contrary, a Pedestrian Sign may project up to 3 feet from the face of the building at a height of at least 8 feet above the sidewalk grade.

H. Supergraphic Signs.

1. General. A Supergraphic Sign shall not be allowed on any parcel where a Billboard or Solid Panel Roof Sign is located.

2. Location.

a) A Supergraphic Sign shall not cover architectural features or Character-Defining Features of a façade on a historic building.
3. Area.

   a) A Supergraphic Sign shall be at least 1200 square feet in size.

   b) The written message, including logos, shall not exceed 15% of the total area of the sign. Depiction of any logo or text shall be counted as text.

4. Construction.

   a) A Supergraphic Sign that is comprised of vinyl or other material may be attached to a wall with an adhesive approved by the Fire Department or by mechanical means approved by LADBS.

   b) The exposed face of a Supergraphic Sign shall be approximately parallel to the plane of the wall upon which it is located.

I. Wall Signs.

   1. Area. A Wall Sign shall be less than 1,200 square feet in area.

J. Window Signs. Unless otherwise specified in this Ordinance, a Window Sign shall comply with Section 14.4.14 of the Code and the following regulations:

   1. Location. No portion of any Window Sign shall be located above the second story of the building on which it is placed or higher than 35 feet above grade, whichever is lower.

   2. Area. Window Signs located on or within six feet of the window plane, painted or attached, shall not exceed fifteen percent of the glassed area of the window in which the Window Sign is placed. Number of such signs is not limited by this regulation, but aggregate area shall be included as part of aggregate sign area, as limited elsewhere in this Ordinance.

SECTION 10. SIGN REDUCTION PROGRAM

Prior to the issuance of a building permit for any new Electronic Message Display Sign, Integral Electronic Display or Supergraphic Sign on a parcel within the Figueroa and Olympic Sign District, the applicant shall show evidence, to the satisfaction of the Director, that all existing billboards, mural signs and other prohibited signs have been removed from such parcel.

SECTION 11. 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 Figueroa and Olympic Signage Supplemental Use Ordinance are declared to be severable.

2 Exception: One Window Sign, to be located upon a building or structure at the northwest corner of Olympic Boulevard and Flower Street, shall be permitted to cover 100% of the windows to which it is applied, as shown on the Conceptual Sign Plan, subject to the approval of the Director of Planning.
Sec. 12. 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.

I hereby certify that this ordinance was passed by the Council of the City of Los Angeles, at its meeting of ________________________________.

KAREN E. KALFAYAN, City Clerk

By ________________________________ Deputy

Approved ________________________________

______________________________ Mayor

Pursuant to Section 558 of the City Charter, the City Planning Commission on December 11, 2008, recommended this ordinance be adopted by the City Council.

James Williams, Commission Executive Assistant I
City Planning Commission

File No. ________________________________
FINDINGS

General Plan/Charter Findings

Findings under Charter Section 556: Conformance with the General Plan

Los Angeles City Charter Section 556 and LAMC Section 12.32(C)(7) require that prior to adopting a land use ordinance, such as a signage supplemental use district, the City Council make findings that the ordinance is in substantial conformance with the purposes, intent and provisions of the General Plan.

The Figueroa and Olympic Signage Supplemental Use District (Sign District) is in substantial conformance with the purposes, intent and provisions of the General Plan in the following respects:

1. Central City Community Plan

The Sign District will promote the objectives, policies and goals of the Central City Community Plan by continuing to foster the development of Figueroa Street as a mixed-use, entertainment-oriented corridor. By instituting more permissive signage regulations, the Sign District acts as a medium to promote more creative pedestrian displays at street level, while at the same time giving retail and restaurant tenants extra incentive to locate their businesses within the project area. Just as retail tenants will be drawn to the project area, visitors, tourists and residents will have their interests piqued by the unique signage displays that the proposed Sign District permits. The Sign District is consistent with applicable objectives and policies of the Central City Community Plan, including the following:

Objective 2-1. To improve Central City's competitiveness as a location for offices, business, retail, and industry. Increased flexibility for vibrant signage creates an opportunity to draw stable retail and restaurant tenants to locate within the district. The proximity to the nearby STAPLES Center, Los Angeles Convention Center and LA Live! developments creates a distinct market for businesses associated with the entertainment industry who benefit from increased flexibility in advertising their presence in the Central City area. The appropriateness of these regulations are uniquely suited to the environs of the project site, due to its location along Figueroa Street and the related strong presence of retail and entertainment uses.

Objective 2-3. To promote land uses in Central City that will address the needs of all the visitors to Downtown for business, conventions, trade shows, and tourism. Large-scale, intense graphics contribute to a unique, entertainment-based atmosphere which draws visitors into the project area; by permitting such signage, such land uses which desire increased amounts of signage will continue to be drawn to the project area. The project area is uniquely situated to the northeast of the Los Angeles Convention Center, the STAPLES Center and the LA Live! Development. The combination of these adjoining uses creates a streetscape that is shared by both residents and tourists. Tourism in this case can be considered from many viewpoints, including getting people to come downtown from other parts of the City, to simply leave their downtown residents and explore the neighborhood, and drawing in more conventional tourists visiting Los Angeles on vacation. This district performs a variety of functions to advance these goals, the foremost among them being a major tourism element used to draw people out onto the street and into other parts of downtown Los Angeles. The proposed Sign District will act as a conduit to draw tourist interest to the entertainment hubs of the STAPLES Center and LA Live! and into other portions of downtown. The entire Central City area will benefit from the increase in tourism and related convention and business activity.

Objective 2-4. To encourage a mix of uses which create an active, 24-hour downtown
environment for current residents and which would also foster increased tourism. Large-scale, intense graphics contribute to a unique, entertainment-based atmosphere; the regulations in the proposed Sign District will permit intense, active signage, while at the same time restricting signage in such a way so as not to discourage people from residing in the project area. These regulations amount to a scaling-down effect as a person moves north of the Convention Center and the LA Live! development; the further away a person is from these entertainment hubs, the less intense the urban experience and character will become. Such intense signage as permitted by the proposed Sign District would not otherwise be allowed in other portions of the City. Such regulations are uniquely appropriate only in this context, and would not be otherwise appropriate on adjacent residential-only streets. The project area is located partially within the area of the LASED development agreement, in an area intended to be a commercial, residential and tourism center. However, though the project promotes a 24-hour downtown environment, its regulations acknowledge the residential uses within and adjacent to its borders by tapering its boundaries in an effort to restrict the most intense permitted signage to the commercially-oriented Figueroa Street.

The Sign District will also facilitate the continuation of the Los Angeles Sports and Entertainment District (LASED) by allowing for the creation of an active, engaging streetscape along Figueroa, stimulated by creative signage. The developments within the project area will implement the streetscape plan called for in the LASED. The Sign District emulates and builds upon the signage provisions enumerated in the LASED regarding allowable off-site signage and electronic displays, to foster consistency with the purposes of the LASED to continue the development of a vibrant residential and commercial neighborhood. No other area in the City is located so near such an influx of entertainment uses and along a commercial corridor undergoing a multifaceted municipal revitalization effort. This creates the unique context and character of space supporting such lively dynamic signage. The goal to create a mosaic of lively downtown districts each with a unique sense of place is furthered by permitting the subject sign district as a bridge between the existing entertainment beacons of the LASED and the more established financial core to the north. Inherent in this context is the role of gradients and the gradually stepping down of signage intensity as one travels away from the core. This creates a uniquely framed environment suitable to tourism, business development, and economic development.

2. General Plan Framework

The General Plan Framework, adopted in December 1996, provides current guidance on land use issues for the entire City. The Sign District block is located within an area designated as Downtown Center on the General Plan Framework. Land uses encouraged within the Downtown Center consist of major visitor and convention facilities, government offices, uses as recommended by the Downtown Strategic Plan, corporate and professional offices, retail commercial (including malls), offices, personal services, eating and drinking establishments, telecommunications centers, entertainment, major cultural facilities, (libraries, museums, (etc.), commercial overnight accommodations, mixed use structures integrating housing with commercial uses, multi-family housing (independent of commercial), major transit facilities, and inclusion of small parks and other community-oriented activity facilities. The Downtown Center is defined as "the principal government and business center of the region, with a worldwide market. It is intended to be the highest density center of the City and hub of regional transportation." The Downtown Center is identified as a primary destination for businesspersons and travelers from around the world. In order to meet a Downtown Center goal of being maintained as the primary economic, governmental and social focal point of the region, Downtown Center development should reflect a high design standard.

The Sign District was developed according to the objectives and features set forth by the General Plan Framework, particularly as they relate to land use and economic development. Objective 3.11 of the General Plan Framework provides 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."

Permitting more liberal signage through the Sign District regulations would allow for the incorporation of large-scale signage and the latest digital technologies, creating a greater diversity and intensity of signage types at key locations throughout the district, and furthering the economic development goals of the General Plan Framework by allowing for greater marketing opportunities for potential retail tenants, potential restaurant tenants, and the Fashion Institute of Design and Merchandising.

The proposed Sign District is also consistent with General Plan Framework Objective 5.8 and its supporting policies to provide "[w]ell lit exteriors fronting on the sidewalk that provide safety and comfort commensurate with the intended nighttime use, ... and [to] encourage that signage be designed to be integrated with the architectural character of the buildings and convey a visually attractive character." The project area contains buildings and structures which were explicitly and intentionally tasked with designing signage into the building. The architecture supports and highlights new, imaginative displays, while also seamlessly integrating more traditional signage. The proposed Sign District is appropriate because the high-rise towers located within the project area will remain mostly free of signage, with the emphasis on dynamic and innovative signage placed at the pedestrian levels of the buildings; the ordinance language along with the Conceptual Sign Plan, which shows where signage will be generally located, restricts displays to limited sizes and locations on the towers' podiums. Although the buildings were designed with signage in mind, they were not designed to simply maximize possible square footage of signage. No "wrapping" of building elements is encouraged nor permitted by the proposed project — signage will only be permitted in custom tailored, specific, and limited sign-to-facade ratios in limited locations that respect the architecture of each building. The proposed regulations also limit sign illumination so that the project area is enhanced by the ambient lighting of signage at nighttime, not simply washed-out in the flood of spotlights littering the streetscape. The combination of sign lighting, size and architectural orientation will enhance the visual character of the project area, without allowing signage to become the dominant streetscape feature.

3. Transportation Element

The Sign District is consistent with applicable objectives and policies of the Transportation Element, including the following:

**Goal A, Objective 3:** Support development in regional centers, community centers, major economic activity areas and along mixed-use boulevards as designated in the Community Plans. The project area is a mixed-use district, partially designated as a regional center by the General Plan. The Sign District will promote additional development, as well as help to better draw and retain retail tenants within the project area.

The project does not propose increases in floor area, construction of new dwelling units or intensification of any uses within the project area. The project does have potential traffic safety impacts related to vehicular traffic and potential driver distraction stemming from conceptual electronic signage; however, these potential impacts were mitigated in the environmental analysis through the addition of pertinent lighting, location and motion restrictions designed to reduce the risk associated with any potential traffic hazards. Therefore, the proposed Sign District will not result in any significant transportation, parking or circulation issues not analyzed in the Mitigated Negative Declaration prepared for the project.