

City Hall East
200 N. Main Street
Room 800
Los Angeles, CA 90012

(213) 978-8100 Tel
(213) 978-8312 Fax
CTrutanich@lacity.org
www.lacity.org/atty



CARMEN A. TRUTANICH
City Attorney

REPORT NO. R 1 1 - 0 1 2 5
MAR 2 4 2011

REPORT RE:

DRAFT OF ORDINANCE ESTABLISHING THE FIGUEROA AND SEVENTH STREET SIGN DISTRICT PURSUANT TO THE PROVISIONS OF SECTION 13.11 OF THE LOS ANGELES MUNICIPAL CODE

The Honorable City Council
of the City of Los Angeles
Room 395, City Hall
200 North Spring Street
Los Angeles, California 90012

Council File 11-0106
CPC File No. 2009-3416-DA-TDR-CUB-CU-CUW-ZV-SN-ZAD-SPR-GB

Honorable Members:

We are transmitting to you for your consideration, approved as to form and legality, a draft ordinance establishing the Figueroa and Seventh Street Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code.

Summary of Ordinance Provisions

The draft ordinance would create a sign district covering an area bounded by Wilshire Boulevard on the north, Francisco Street on the west, Seventh Street to the south, and Figueroa Street to the east. The sign district would authorize off-site digital signs, as well as large scale architectural lighting on the hotel and office towers proposed for the district.

Charter Findings

Pursuant to Charter Section 559, the Director of Planning has disapproved this revised draft ordinance on behalf of the City Planning Commission. Should you adopt this ordinance, you may comply with the provisions of Charter Section 558 by either adopting the findings of the Director of Planning as set forth in his transmittal to the Planning and Land Use Management Committee dated February 22, 2011, or by making your own findings.

CEQA Determination

Council certified the Environmental Impact Report and adopted the Statement of Overriding Considerations for this project on March 9, 2011.

Council Rule 38 Referral

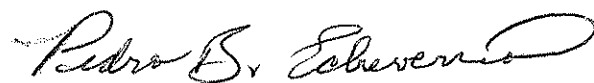
The draft ordinance was sent, pursuant to Council Rule 38, to the Department of Building and Safety, the Department of Transportation, and the Fire Department. These departments were requested to report their comments directly to you.

If you have any questions regarding this matter, please contact Deputy City Attorney Michael Bostrom at (213) 978-8068. He or another member of this Office will be present when you consider this matter to answer any questions you may have.

Very truly yours,

CARMEN A. TRUTANICH, City Attorney

By



PEDRO B. ECHEVERRIA
Chief Assistant City Attorney

PBE/MJB:za
Transmittal

ORDINANCE NO. _____

An Ordinance establishing the Figueroa and Seventh Street Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (the Code).

WHEREAS, the development of the Arena and Los Angeles Sports and Entertainment District (LASED) projects have served as a catalyst for the removal of blight and renewed interest and investment in the Central City as a key business, entertainment, and cultural destination;

WHEREAS, additional urban infill and public-transit oriented redevelopment, including hotels, multi-family residential, office and retail projects on and around Figueroa Boulevard up to and including the Seventh Street Metro Station, are necessary to ensure the continued vitality of the Arena, LASED, and related projects, and to support the momentum which is transforming the Central City into a world class business, entertainment, and cultural hub;

WHEREAS, such infill projects require unique and vibrant signage both to attract visitors to the Central City area and to attract investment in transformative redevelopment projects;

NOW, THEREFORE,

**THE PEOPLE OF THE CITY OF LOS ANGELES
DO ORDAIN AS FOLLOWS:**

Section 1. **ESTABLISHMENT OF THE FIGUEROA AND SEVENTH STREET SIGN DISTRICT.** The City Council hereby establishes the Figueroa and Seventh Street Sign District covering an area bounded by Wilshire Boulevard on the north, Francisco Street on the west, Seventh Street to the south, and Figueroa Street to the east in the City of Los Angeles, as shown within the heavy lines on the attached map.

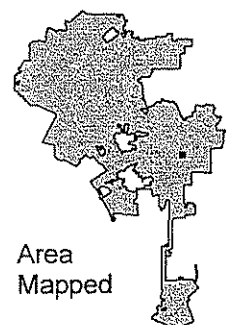


NOT TO SCALE

C.M. 130.5 A 209	CPC 2009-3416 DA TDR CUB CU CUW ZV SN ZAD SPR GB
------------------	---

AAV

112310



Area Mapped

Sec. 2. **PURPOSES.** The Figueroa and Seventh Street Sign District is intended to:

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

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

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

1. Ensure the quality of the Central City's appearance by avoiding clutter;

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 Central City's visual environment, and help maintain an image of quality and excellence for the Central City;

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

5. Minimize potential traffic hazards and protect public safety.

Sec. 3. APPLICATION OF SUPPLEMENTAL USE DISTRICT REGULATIONS.

The regulations of this Ordinance are in addition to those set forth in the planning and zoning provisions of the Code. Wherever this Ordinance contains provisions that establish regulations for sign types, sign height, sign area, number of signs, sign dimensions, sign content or other time, place or manner regulations that are different from, more restrictive than or more permissive than the Code would allow, this Ordinance shall prevail.

Sec. 4. DEFINITIONS. Whenever the following terms are used in this Ordinance, they shall be construed as defined in this section. Words and phrases not defined here shall be construed as defined in Sections 12.03 and Article 4.4 of the Code.

Aerial View Sign. A sign that is applied or placed upon the roof surface, approximately parallel with the roof plane, intended to be viewed from the sky.

Architectural Ledge Sign. A sign with individual channel letters and/or a pre-fabricated image, attached to 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 a landscape/site feature such as a patio, deck, or courtyard) and is constructed of fabric.

Billboard. 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 structurally separate from an existing building or other improvement on a lot; and/or
3. is supported by an independent footing inside an existing building or other improvement on a lot extending through the roof of the supporting structure; and/or
4. 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.

Can Sign. A sign whose text, logos and/or symbols are placed on the plastic face of an enclosed cabinet.

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

Controlled Refresh I. The refresh rate of a sign, inclusive of any change in whole or in part of the sign image, which is no more frequent than one refresh event every eight seconds, with an instant transition between images. The sign image must remain static between refreshes.

Controlled Refresh II. The refresh rate of a sign, inclusive of any change in whole or in part of the sign image, which is no more frequent than one refresh event every six hours, with an instant transition between images. The sign image must remain static between refreshes.

Controlled Refresh III. The refresh rate of a sign, inclusive of any change in whole or in part of the sign image, which is no more frequent than one

refresh event every 12 hours, with an instant transition between images. Sign image must remain static between refreshes.

Digital Display. A sign face, building face, and/or any building or structural component that displays still images, scrolling images, moving images, or flashing images, including video and animation, through the use of grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics, or other electronic media or technology that is either independent of or attached to, integrated into, or projected onto a building or structural component, and that may be changed remotely through electronic means.

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

Hanging Sign. A type of sign with individual channel letters and/or a pre-fabricated image that is suspended from a horizontal architectural ledge or projection, or from the ceiling of an architectural recess.

Identification Sign. A wall sign that is limited to a company logo, generic type of business, or the name of a business or building.

Integral Digital Display. A Digital Display which:

1. Consists predominately of lower resolution Digital Display(s);
2. Is attached directly to and made integral with architectural elements on the facade of a building; and
3. Contains individual pixels of a digital image that are embedded into architectural components separated vertically or horizontally from one another, and are of a design that allows outward views from and within the supporting structure. Such a design may include low resolution digital mesh or netting, individual large scale illuminated pixels covering a building wall diffused behind translucent material forming an aggregate image, or horizontal or vertical LED banding integrated into the spandrels or louvers of a building's architecture, which when viewed from a distance may be read as a unified image.

Integral Large-Scale Architectural Lighting. Large-Scale Architectural Lighting that:

1. Is attached directly to and made integral with architectural elements on the facade of a building; and

2. Contains individual pixels of a digital light source that are embedded into architectural components separated vertically or horizontally from one another, and are of a design that allows outward views from and within the supportive structure. Such a design may include low resolution digital mesh or netting, individual large scale pixels covering a building wall diffused behind translucent material, or horizontal or vertical LED banding integrated into the spandrels or louvers of a building's architecture.

Large-Scale Architectural Lighting. Lighting elements placed on a significant portion of a building's facade to highlight or accentuate vertical, horizontal, or other elements of the structure's architecture.

Light Color Animation Refresh. Changes in color in whole or in part without changing images or text of a sign or display. Each color effect displayed on a sign may change by gradient transition between colors once every 30 minutes.

Limited Animated Refresh I. The refresh rate of a sign restricted to one image transition event with a maximum two minute duration, followed by a period of static imagery for a minimum of two minutes. The transition event shall occur smoothly between images with effects including but not limited to an irregular pixilated pattern cascade with non-adjoining pixels incrementally changing over the transition period.

Limited Animated Refresh II. The refresh rate of a sign restricted to one image transition event with a maximum one hour duration, followed by a period of static imagery for a minimum of three hours. The transition event shall occur smoothly between images with effects including but not limited to an irregular pixilated pattern cascade with non-adjoining pixels incrementally changing over the transition period.

Pedestrian Sign. A type of Projecting Sign that 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.

Pillar Sign. A freestanding sign that is mounted directly on the ground, consisting of rectangular sign faces or a sculptural themed shape, with a horizontal dimension that does not exceed 25 percent of the length of the vertical dimension.

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

Projected Image. An image projected on the face of a delineated wall or screen from a distant electronic device, such that the image does not originate from the plane of the wall. A Projected Image shall count as sign area.

Sandwich Board Sign. A portable sign consisting of two sign faces that connect at the top and extend outward at the bottom of the sign.

Scrolling Animated Refresh. The refresh rate of a sign restricted to a constant, smooth, rolling motion across, up, or down the display area.

Scrolling Digital Display. A type of Digital Display that contains a message composed only of individual letters on a neutral field.

Vacant Property. Any lot that does not contain an occupied building, structure or economic use.

Sec. 5. PROCEDURAL REQUIREMENTS.

A. **Building Permits.** The Department of Building and Safety (LADBS) shall not issue a permit for a sign, a sign structure, sign illumination, or alteration of an existing sign unless the sign complies with: (1) the requirements of this Ordinance as determined by the Director; (2) relevant requirements of the Code; and (3) if applicable, Article 22.171 of the Los Angeles Administrative Code as it pertains to review of projects affecting Historic-Cultural Monuments.

B. **Director Sign Off Required.** LADBS may issue a permit for the following signs with only a Director sign off on the permit application:

1. Aerial Sign.
2. Architectural Ledge Sign.
3. Awning Sign.
4. Hanging Sign.
5. Information Sign.
6. Monument Sign.
7. Pedestrian Sign.
8. Temporary Sign.
9. Identification Sign 75 square feet in area or less located in Vertical Sign Zones 1 or 2, and that does not break the roof line.

10. Wall Sign that measures 75 square feet in area or less.
11. Window Sign.

The Director shall sign off on the permit application if it complies with all of the applicable requirements of the Code and this Ordinance.

C. Project Permit Compliance Required. LADBS shall not issue a permit for the following signs or lighting unless the Director has issued a Project Permit Compliance approval pursuant to the procedures set forth in Section 11.5.7 of the Code:

1. Any sign that electronically refreshes its image, lighting or coloring.
2. Identification Sign that is larger than 75 square feet in area, that is located outside of Vertical Sign Zones 1 and 2, and/or that breaks the roof line.
3. Digital Display.
4. Integral Digital Display.
5. Integral Large-Scale Architectural Lighting.
6. Large-Scale Architectural Lighting.
7. Pillar Sign.
8. Projecting Sign.
9. Projected Image Sign.
10. Scrolling Digital Display.
11. Signs displaying off-site advertising content.
12. Wall Signs greater than 75 square feet in area.
13. Any other type of sign not listed in Section 5.B.

D. Signs on Historic-Cultural Monuments and Historic Buildings. Signs proposed to be located on Historic-Cultural Monuments, Historic Buildings, or buildings identified in a historic survey established by the Director or the Los Angeles Community Redevelopment Agency must also be approved by the Cultural Heritage Commission pursuant to Article 22.171 of the City of Los Angeles Administrative Code.

E. **Application for Project Permit Compliance.** An application for Project Permit Compliance shall comply with Section 11.5.7 of the Code. The application may request review of one or multiple signs. The application shall be accompanied by photographs of all existing signage and architectural renderings of proposed signage, as well as a scaled plot plan showing the location and size of all existing and proposed signage. The application shall identify the refresh rate, hours of operation, and include an illumination plan for the proposed sign(s), as well as any other information the Director reasonably requests. The application shall also identify the Sign Sub-District and the Vertical Sign Zone location of the sign(s) and demonstrate compliance with the requirements specified for that location.

1. **Proof of Compliance.** A sign applicant shall provide copies of permits for all existing signage that is located on the same property as a proposed sign. All existing signs that do not have a valid permit, are not legally constructed, or are not in compliance with an issued permit shall be brought into compliance or removed prior to the approval of any additional sign(s) on the same lot, or on multiple lots that are part of an integrated development having the same ownership.

2. This Ordinance sets forth regulations for zoning purposes only. It does not supersede Fire Department or LADBS requirements pursuant to the Fire Code or Building Code, or regulations or policies promulgated there under based on health and safety concerns.

F. **Findings Required for Project Permit Compliance Review.** Prior to approval of the Project Permit Compliance review, the Director shall make the following findings:

1. All proposed signage complies with the applicable regulations found in this Ordinance.

2. Pursuant to the California Environmental Quality Act, the project incorporates mitigation measures, monitoring measures when necessary, or alternatives identified in the environmental review which would mitigate the negative environmental effects of the project, to the extent physically feasible.

The following findings, which relate to the architectural design of the sign structure or layout and not its content, shall be used solely to condition an approval and shall not be used to deny a project:

3. All existing and proposed signs are appropriately scaled to the architectural character of all buildings and structures on the lot.

4. All existing and proposed signs result in a complementary enhancement to the architecture on the lot.

5. All existing and proposed signs result in a visually uncluttered appearance.

G. Request for Adjustments and Exceptions from Regulations. The Area Planning Commission shall have initial decision-making authority for granting exceptions from the provisions of this Ordinance. An applicant requesting an exception from the provisions of this Ordinance shall utilize the procedures for a Specific Plan Exception set forth in Section 11.5.7 F of the Code. In granting an exception, the Area Planning Commission shall make all of the following findings:

1. Strict compliance would result in practical difficulty or unnecessary hardship inconsistent with the purposes of the zoning restrictions, due to unique physical or topographic circumstances or conditions of design;

2. Strict compliance would deprive the applicant of privileges enjoyed by owners of similarly zoned property; and

3. An exception would not constitute a grant of special privilege.

In addition to the limitations imposed by Section 11.5.7 of the Code, no exception may be granted from Section 6.B., or from the regulations governing off-site signs, including the development thresholds set forth in Section 6.F., or the billboard removal requirements set forth in Section 8 below.

Adjustments pursuant to Section 11.5.7 of the Code are not permitted except as stated herein.

Sec. 6. GENERAL REQUIREMENTS.

A. General Requirements of the Code. Unless 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. Prohibited Signs. The following signs shall be prohibited:

1. Billboards
2. Can Signs
3. Captive Balloon Signs
4. Illuminated Architectural Canopy Signs
5. Internally-illuminated Awning Signs

6. Pole Signs
7. Roof Signs
8. Sandwich Board Signs
9. Signs for which a permit is required on Vacant Property
10. Signs covering window exteriors, except Window Signs and Integral Digital Display Signs permitted pursuant to Section 8 of this Ordinance
11. Supergraphic Signs
12. Any sign not specifically authorized by this Ordinance or the Code

C. **Sign Sub-Districts.** This District is divided into sub-districts as shown in Exhibit A. The purpose of the sign sub-districts is to address the relationship between sign intensity and the uses surrounding each district.

1. **District A-1.** This district generally encompasses those areas fronting the plaza at the corner of the district near the intersection of Figueroa Street and Seventh Street.

2. **District A.** This district generally encompasses those areas facing Figueroa Street, Wilshire Boulevard, Seventh Street, and the intersections of Figueroa Street and Wilshire Boulevard, with the exception of the plaza area near the intersection of Figueroa Street and Seventh Street.

3. **District B.** This district generally encompasses those areas facing Francisco Street and the intersections of Francisco Street and Wilshire Boulevard, and Francisco Street and Seventh Street.

D. **Vertical Sign Zones.** The District area is also divided into four Vertical Sign Zones. 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 are as follows:

1. **Level 1.** This Vertical Sign Zone is applicable to all signs located at street level, from 0 to 35 feet above grade.

2. **Level 2.** This Vertical Sign Zone is applicable to all signs located between Level 1 (above 35 feet from grade) and up to 150 feet, but not to signs extending above the level of the podium roof line. The upper limit of Level 2 may vary due to building architecture.

3. **Level 3.** This Vertical Sign Zone is applicable to all signs located between Level 2 (above 150 feet from grade or above the podium roof line, whichever is lower) and Level 4.

4. **Level 4.** This Vertical Sign Zone is applicable to all signs located within the top 10 percent of vertical height for each building with a height greater than 170 feet measured from grade.

E. Signs Within More Than One Sub-District or Vertical Sign Zone.

Signs may be located in more than one Sub-District and more than one Vertical Sign Zone, provided that the requirements contained in this Ordinance are met for each portion of the sign contained in each of the Sub-Districts or Vertical Sign Zones. In no event shall the total sign area of an individual sign exceed the maximum permitted area in the most restrictive Sub-District or Vertical Sign Zone in which the sign is located.

F. Permitted Sign Area, Sign Type, and Maximum Coverage and Size.

One purpose of this District is to encourage and incentivize large-scale urban infill development that will support the redevelopment of the Central City area and the continued viability of the Arena and LASED projects. The environmental impact report for this District contemplates a phased development in which a hotel tower will be constructed in Phase I and an office tower will be constructed in Phase II. The maximum permitted sign area, the permitted sign types, and the availability of off-site signage for the District are determined by the following criteria:

1. **Maximum Permitted Sign Area.** The maximum permitted combined sign area on a lot for all signs is four square feet of signage for each foot of linear street frontage. The amount of square footage of signage permitted by the length of a certain street frontage shall be used on that same street frontage from which the permitted area was calculated. The maximum areas established by this Ordinance are legal maximums only and as such may not necessarily be permitted. All signs on a lot shall be included in the calculation of maximum permitted combined sign area except for the following signs:

- a. Signs in an interior courtyard or interior plaza of a non-historic building that is not visible in any way from the street, public right-of-way, or publicly accessible plaza adjacent to a public right-of-way
- b. Temporary Signs
- c. Integral Digital Displays in Vertical Sign Zone 2, for which a signage reduction program has been approved and implemented
- d. Scrolling Digital Displays, for which a signage reduction program has been approved and implemented

e. Large-Scale Architectural Lighting and Integral Large Scale Architectural Lighting in Vertical Sign Zones 2, 3, and 4

2. **Permitted Sign Types and Maximum Coverage and Size.** Signs may only be placed in the District as set forth below, and as further limited by the requirements for specific sign types set forth in Section 7. Off-site signs are only permitted pursuant to the requirements below, and only if the applicant first complies with the sign reduction requirements in Section 8.

a. If Phase I results in the construction of a new hotel tower that is less than 250 feet tall or contains fewer than 500 hotel rooms, then off-site advertising shall be prohibited on the Phase I structure(s). On-site advertising and non-commercial signage may be placed in accordance with the regulations set forth in Table 1.

b. If Phase I results in the construction of a new hotel tower that contains at least 500 hotel rooms and is between 250 and 500 feet tall, then the regulations set forth in Table 1 shall apply. Off-site advertising shall only be permitted on the Phase I Integral Digital Displays and Scrolling Digital Displays that are permitted in Vertical Sign Zones 1 and 2.

c. If Phase I results in the construction of a new hotel tower that contains 500 hotel rooms and is 500 feet tall or more, then the regulations set forth in Table 2 shall apply. Off-site advertising shall only be permitted on the Phase I Integral Digital Displays and Scrolling Digital Displays permitted in Vertical Sign Zones 1 and 2.

d. If Phase II results in the construction of an office tower that is at least 800 feet tall, and a total project (i.e., Phase I and Phase II combined) that meets or exceeds a floor area ratio of 6:1, then the regulations set forth in Table 2 shall apply to the Phase II structure(s). Off-site advertising may be placed on all Integral Digital Displays and Scrolling Digital Displays permitted in Vertical Sign Zones 1 and 2 for the Phase II structure(s), but in no other location, except as set forth above.

e. If Phase II results in the construction of a second building that is less than 800 feet tall, or if the total project does not meet a minimum floor area ratio of 6:1, then the regulations set forth in Table 1 shall apply, and no off-site advertising shall be permitted on the Phase II structure(s).

G. **Interior Courtyards or Plazas.** Any sign in an interior courtyard or interior plaza of a non-historic building that is not visible in any way from the street, public right-of-way, or publicly accessible plaza adjacent to a public right-of-way is only required to comply with Article 4.4. of the Code.

H. **Fire Safety.** All new signs and sign support structures shall be made of noncombustible materials or plastics approved by both the Fire Department and LADBS. In the case of new or untested materials, the applicant shall submit a sample of a sign's material to both the Fire Department and LADBS for approval.

I. **Illumination.** Except for Aerial View Signs and Temporary Signs, which may not be illuminated, all signs within the District may be illuminated by either internal or external means. The illumination regulations set forth in the Code, including but not limited to Section 93.0117, shall apply. Methods of signage illumination may include electric lamps, such as neon tubes; fiber optics; incandescent lamps; LED; LCD; cathode ray tubes exposed directly to view; shielded spot lights and wall wash fixtures. Additionally, the applicant shall submit a signage illumination plan to the Director as part of the Project Permit Review procedure set forth in Section 5 above. The signage illumination plan shall be prepared by a lighting design expert, and those portions of the plan setting forth the wattage draw must be certified and stamped by an electrical engineer certified by the State of California. The plan shall include specifications for all illumination, including maximum luminance levels, and shall provide for the review and monitoring of the displays in order to ensure compliance with the following regulations:

1. All illuminated signs shall be designed, located or screened so as to minimize to the greatest reasonable extent possible direct light sources onto any exterior wall of a residential unit and into the window of any commercial building. If signs are to be externally lit, the source of the external illumination shall be shielded from public view.
2. Signage shall not use highly reflective materials such as mirrored glass.
3. In order to satisfy the requirements of the 2008 version of Title 24 of the California Code of Regulations, no signage display or lighting shall have a wattage draw exceeding 12 watts per square foot.
4. Each signage display shall be fully dimmable, and shall be controlled by a programmable timer so that luminance levels may be adjusted according to the time of day.
5. No signage display shall have a maximum total lumen output of more than 20 lumens per square foot.
6. All light emitting diodes used within an Integral Digital Display shall have a maximum horizontal beam spread of 165 degrees and a maximum vertical beam spread of 65 degrees. With the exception of displays located in Vertical Sign Zone 4, all light emitting diodes shall be oriented down towards the street.

7. The following additional illumination standards shall apply to all Digital Displays, Integral Digital Displays, Scrolling Digital Displays, Large Scale Architectural Lighting, and Integral Large Scale Architectural Lighting:

a. In Vertical Sign Zone 1, all signs shall have a nighttime brightness no greater than 800 candelas per square meter and a daytime brightness no greater than 3,500 candelas per square meter. The displays shall transition smoothly at a consistent rate from the permitted daytime brightness to the permitted nighttime brightness levels, beginning 45 minutes prior to sunset and concluding 45 minutes after sunset. For displays that may not be illuminated past 2:00 a.m., at sunrise, the displays shall be illuminated at a brightness no greater than 2,150 candelas per square meter, transitioning smoothly at a consistent rate for 45 minutes up to the maximum permitted daytime brightness. For all other displays, the displays shall transition smoothly at a consistent rate from the permitted nighttime brightness levels to the permitted daytime brightness levels, beginning 45 minutes prior to sunrise and concluding 45 minutes after sunrise.

b. In Vertical Sign Zone 2, the following regulations shall apply:

(1) All signs shall have a nighttime brightness no greater than 600 candelas per square meter and a daytime brightness no greater than 3,500 candelas per square meter. The displays shall transition smoothly at a consistent rate from the permitted daytime brightness to the permitted nighttime brightness levels, beginning at 45 minutes prior to sunset and concluding 45 minutes after sunset. For displays that may not be illuminated past 2:00 a.m., at sunrise, the displays may be illuminated at a brightness no greater than 2,050 candelas per square meter, transitioning smoothly at a consistent rate for 45 minutes up to the maximum permitted daytime brightness. For all other displays, the displays shall transition smoothly at a consistent rate from the permitted nighttime brightness levels to the permitted daytime brightness levels, beginning 45 minutes prior to sunrise and concluding 45 minutes after sunrise.

(2) Signage using light emitting diodes shall be oriented largely away from the building at 1000 Wilshire and towards Seventh Street on the south and towards Wilshire Boulevard to the north. The signs shall be oriented on an angle that is at least 30 degrees off of a line that is perpendicular to Francisco Street.

(3) Signage using light emitting diodes on the Seventh Street façade shall be oriented on an angle that is at least

20 degrees off of a line that is perpendicular to the Seventh Street façade of the office tower located at 725 S. Figueroa Street.

(4) Signage using light emitting diodes on the Wilshire Boulevard façade shall be oriented as follows: (a) on the eastern-most 155 feet of the façade, lighting shall be oriented away from the buildings at 601 Figueroa Street and on an angle that is at least 20 degrees easterly of a line that is perpendicular to Wilshire Boulevard; and (b) lighting on the façade that is more than 155 feet west of Figueroa Street shall be oriented away from the buildings at 601 Figueroa Street and on an angle that is at least 20 degrees west of a line that is perpendicular to Wilshire Boulevard.

c. In Vertical Sign Zones 3, all Integral Large-Scale Architectural Lighting and Large Scale Architectural Lighting shall have a maximum nighttime brightness no greater than 120 candelas per square meter, and a daytime brightness no greater than 3,500 candelas per square meter. The lighting displays shall transition smoothly at a consistent rate from the permitted daytime brightness to the permitted nighttime brightness levels beginning at 45 minutes prior to sunset and concluding the transition to the nighttime brightness 45 minutes after sunset. The lighting displays shall also transition smoothly at a consistent rate from the permitted nighttime brightness to the permitted daytime brightness beginning 45 minutes before sunrise and ending 45 minutes after sunrise.

d. In Vertical Sign Zone 4 the following regulations shall apply:

(1) All signs shall have a nighttime brightness no greater than 130 candelas per square meter, and a daytime brightness no greater than 3,500 candelas per square meter. The displays shall transition smoothly at a consistent rate from the permitted daytime brightness to the permitted nighttime brightness, beginning at 45 minutes prior to sunset and concluding 45 minutes after sunset. Additionally, the displays shall transition smoothly at a consistent rate from the permitted nighttime brightness to the permitted daytime brightness beginning at 45 minutes prior to sunrise and concluding 45 minutes after sunrise.

(2) If Phase I results in the construction of a new hotel tower that has a height less than 634 feet, then the background of any Identification Sign (*i.e.*, that portion of the sign excluding letters, logos or other elements of the Identification Sign) on the Phase I structure(s) shall have a nighttime brightness of no more than 85 candelas per square meter and any Large Scale Architectural Lighting or Integral Large Scale Architectural Lighting on the Phase

I structure(s) shall have a nighttime brightness of no more than 120 candelas per square meter.

(3) If Phase II results in the construction of a new office tower that has a height less than 817 feet, then the background of any Identification Sign (*i.e.*, that portion of the sign excluding letters, logos or other elements of the Identification Sign) shall have a nighttime brightness of no more than 85 candelas per square meter and any Large Scale Architectural Lighting or Integral Large Scale Architectural Lighting on the Phase II structure(s) shall have a nighttime brightness of no more than 120 candelas per square meter.

J. Illumination Testing Protocol

1. Prior to the operation of any sign requiring Project Permit Compliance, and again 12 months after the sign has become operational, the applicant shall conduct testing to indicate compliance with the regulations of this Ordinance, and provide a copy of the results to the Director and to LADBS. The testing shall be at the applicant's expense and shall be conducted as follows:

a. In order to determine whether the illumination complies with Section 93.0117 of the Code and the requirements of this Ordinance, a representative testing site shall be established on or next to those light-sensitive receptors which have the greatest exposure to signage lighting on each of the four façades of the Project. A light meter mounted to a tripod at eye level, facing the Project buildings, shall be calibrated and measurements taken to determine ambient light levels with the sign on. An opaque object shall be used to block out the view of the sign and the building from the light meter at a distance of at least four (4) feet away from the tripod. A reading shall then be taken to determine the ambient light levels with the sign off. The difference between the two measurements shall be the amount of light the sign casts onto the sensitive receptor. Alternatively, the applicant may measure light levels by using the same tripod and same light meter, but by turning the signage on and off.

b. The illumination and intensity levels of all Digital Displays, Integral Digital Displays, Large-Scale Architectural Lighting and Integral Large Scale Architectural Lighting shall also be metered from a minimum of four perspectives (*i.e.*, a perspective metering each façade) using the Candela as unit of measurement, and shall indicate conformance with the standards of this Ordinance.

2. In addition, if at any time LADBS has good cause to believe the Project's signage lighting is not in compliance with the Code or this Ordinance,

LADBS may request, at the expense of the Applicant or its successor, that the testing protocol outlined in this section be implemented to determine compliance. If the testing reveals that the signage is not in compliance with the Code, this Ordinance, or mitigation measures set forth in the Environmental Impact Report that the City certified for this Ordinance, the Applicant or its successor shall adjust the signage to bring it into compliance immediately.

K. Refresh Rate. This Ordinance permits restricted refresh rates for all Digital Displays, Integral Digital Displays, Scrolling Digital Displays, Large Scale Architectural Lighting, and Integral Large Scale Architectural Lighting. No sign or lighting is granted an unrestricted refresh rate. Each sign shall follow Controlled Refresh I, Controlled Refresh II, Controlled Refresh III, Light Color Animation Refresh, Limited Animated Refresh I, Limited Animated Refresh II, and/or Scrolling Animated Refresh, as set forth in Tables 1-2, whichever is applicable. Other than Digital Displays, Integral Digital Displays, Scrolling Digital Displays, Large Scale Architectural Lighting, and Integral Large Scale Architectural Lighting, all signs and lighting shall remain static.

L. Sign Hours of Operation. The hours of operation for Digital Displays, Integral Digital Displays, Scrolling Digital Displays, Large Scale Architectural Lighting, and Integral Large Scale Architectural Lighting shall be as set forth in Tables 1-2, whichever is applicable.

M. Hazard Review. Signs that adhere to the regulations outlined in this Ordinance shall be exempted from the Hazard Determination review procedures in Code Section 14.4.5. All signs shall continue to be subject to Caltrans approval, where applicable.

N. Freeway Exposure. Signs conforming to the regulations of this ordinance are exempt from Section 14.4.6 A of the Code. The total square footage of all Digital Displays, including Scrolling Digital Displays, located within Sign Sub-District B shall not exceed 2,400 square feet. The total square footage of all Integral Digital Displays located within Sign Sub-District B shall not exceed 4,500 square feet. The refresh rates for all such signs shall be limited to Controlled Refresh I. All signs shall continue to be subject to Caltrans approval, where applicable.

O. Visual Maintenance. All signs shall be maintained to meet the following criteria at all times:

1. The building and ground area around the signs shall be properly maintained. All unused mounting structures, hardware, and wall perforation from any abandoned sign shall be removed and building surfaces shall be restored to their original condition.

2. All signage copy shall be properly maintained and kept free from damage and other unsightly conditions, including graffiti.

3. All sign structures shall be kept in good repair and maintained in a safe and sound condition and in conformance with all applicable codes.

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

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

6. 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.

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

8. Multiple temporary signs in the store windows and along the building walls of a façade are not permitted.

P. Existing Signs. Every existing sign and/or sign support structure constructed under a valid permit and used in conformance with the Code regulations and LADBS approvals in effect at the time of construction shall be allowed to continue to exist under those regulations and approvals even though subsequent adopted regulations and approvals have changed the requirements. All existing non-conforming signs shall be included in computing total sign area. There shall be no increase in sign area or height and no change in the location or orientation of any existing non-conforming sign. Before the issuance of a building permit for a new sign on a lot, all existing unpermitted signage on that lot shall be removed or demolished.

Q. Alterations, Repairs or Rehabilitation. Any alteration, repair or maintenance work on a legally permitted sign or sign structure shall be governed by the Code.

R. Materials. The materials, construction, application, location and installation of any sign shall be in conformance with the Los Angeles Building Code and the Los Angeles Fire Code.

Sec. 7. STANDARDS FOR SPECIFIC TYPES OF SIGNS.

A. Aerial View Signs. Aerial View Signs are permitted in Vertical Sign Zone 4 only. Aerial View Signs may not be viewable from any public right of way, and may not be illuminated.

B. Architectural Ledge Signs.

1. General.

a. Individual letters or numbers no taller than 24" or an icon no taller than 24" may stand atop or be suspended from a ledge.

b. Solid panels and Can Signs are not permitted as Architectural Ledge Signs.

c. The sign shall be oriented so that the message, graphic, or symbol on the sign is approximately parallel with the façade of the structure to which the sign is affixed.

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. The bottommost portion of a sign suspended from an architectural ledge shall be at least eight feet above the natural or finished grade as measured vertically.

b. **Length.** A ledge that is constructed for the purpose of supporting an Architectural Ledge Sign may not exceed 15 feet in length as measured horizontally.

c. **Suspension.** Supports that are constructed for the purpose of supporting an Architectural Ledge Sign may not exceed 24 inches in height as measured vertically from the top of the letter or symbol to the bottom of the supporting architectural appurtenance, nor may those supports exceed 8 inches in width as measured horizontally.

4. Projection. A ledge designed to support an Architectural Ledge Sign may project a maximum of 3 feet from the building face where the sign is located.

C. Awning Signs. An Awning Sign shall comply with Section 14.4.19 of the Code.

D. Digital Displays. A Digital Display shall only be permitted as a Wall Sign, except when permitted as an Integral Digital Display. Digital Displays shall be limited to: Sign Sub-District A-1, Vertical Sign Zone 1, and 4; Sign Sub-District A, Vertical Sign Zone 1 and 4; and, Sign Sub District B, Vertical Sign Zone 4. Digital Displays in Vertical

Sign Zone 4 are limited to Identification Signs. A Digital Display that is installed as a Wall Sign shall not exceed 300 square feet in area, except when permitted as an Identification Sign in Vertical Sign Zone 4.

E. **Integral Digital Display Signs.** Integral Digital Display Signs shall be permitted subject to the following regulations:

1. **General.** Integral Digital Displays by their nature are lower resolution signs. Such signs are encouraged to incorporate larger scale elements of diffuse imagery, including monochromatic or dichromatic color designs, abstract pixilation, and internally illuminated tinted transparent or translucent material. All Integral Digital Displays shall be considered only at the time of building design development, pursuant to Section 5.C.

2. **Location.**

a. Integral Digital Display Signs shall not cover the exterior of windows, doors, vents, or other openings that serve occupants of a building unless:

(1) The operability and functionality of all windows, doors, vents, or openings covered by such Integral Digital Displays are maintained to the building's design standards;

(2) Visibility from the interior of each window covered by such Integral Digital Display is maintained to the building's design standards; and

(3) The Integral Digital Display maintains a minimum space of 12 inches in vertical or horizontal dimension between individual lighting components embedded into any mesh, netting, horizontal louvers, vertical louvers, or similar installations. Each horizontal or vertical component may have a consistent linear row of pixels; however, each component or row must maintain a minimum space of 12 inches between components or rows. This requirement is subject to the 20% adjustment procedure set forth in Section 11.5.7 E of the Code. This required spacing serves to maintain lower resolution imagery and allow both outward and inward views of the building's windows, doors, vents, and openings.

b. Integral Digital Displays shall be limited to Vertical Sign Zones 2 and 4, and shall conform to the standards set forth in Tables 1-2, whichever is applicable.

c. A maximum total of two Integral Digital Displays shall be permitted along the Francisco Street frontage in Sub-District B.

d. A combined maximum of one Integral Digital Display shall be permitted along the Seventh Street frontage in Sub-Districts A and B.

e. A combined maximum of one Integral Digital Display shall be permitted along the Wilshire Boulevard frontage in Sub-Districts A and B.

f. A combined maximum of one Integral Digital Display shall be located at the corner of Wilshire Boulevard and Figueroa Street in Sub-Districts A and B.

3. **Area.** Integral Digital Displays shall be a minimum of 300 square feet in size. Integral Digital Displays in Vertical Sign Zone 2 may exceed the Maximum Permitted Combined Sign Area when approved as part of a Sign Reduction Program pursuant to Section 8 below. In addition, the following limitations apply:

a. An Integral Digital Display located on the Seventh Street frontage in Sub-District A and B shall not exceed 16,000 square feet.

b. An Integral Digital Display located on the Wilshire Boulevard frontage in Sub-District A and B shall not exceed 8000 square feet.

c. An Integral Digital Display located at the corner of Wilshire Boulevard and Figueroa Street in Sub-District A shall not exceed 4,500 square feet.

d. An Integral Digital Display located along Francisco Street frontage adjacent to Wilshire Boulevard in Sub-District B shall not exceed 3,000 square feet.

e. An Integral Digital Display located along Francisco Street frontage adjacent to Seventh Street in Sub-District B shall not exceed 1,500 square feet.

F. **Identification Signs.**

1. **General.** Identification Signs shall be limited to a logo, generic type of business, or the name of a business or building. Identification Signs may be Digital Displays or Integral Digital Displays, Wall Signs, or other types of installation as allowed by this Ordinance.

2. **Location.**

a. Identification Signs shall be permitted in Vertical Sign Zones 1, 2, and 4.

b. Identification Signs are permitted to break the plane of the roof. Any portion of an Identification Sign that reaches above the plane of the roof shall consist of free-standing letters or characters that are not applied or attached to any background structure, building, or material, except as necessary for support.

c. In Vertical Sign Zone 4, the maximum number of Identification Signs per structure shall be determined so that only a single sign face may be seen from a single vantage point.

d. All Identification Signs in Vertical Sign Zone 4 shall collectively display no more than one business logo and/or name at any given time. If an Identification Sign in Vertical Sign Zone 4 is a Digital Display or an Integral Digital Display, then the displays may only rotate from among three separate business logos and/or names. These three business logos and/or names shall be identified at the time of project permit application and may be updated once per year upon providing written notice to the Director.

e. All Identification Signs in Vertical Sign Zone 4 shall be designed so as to present internally consistent and internally proportionate sign copy and shall utilize lettering size and styles which are generally uniform, in order that all words or names within the sign are not of a significantly different scale than the rest of the sign copy.

3. **Area.** Identification Signs as Digital Displays in Vertical Sign Zone 4 may also have Large-Scale Architectural Lighting or Integral Large-Scale Architectural Lighting that shall not count as sign area. If, however, such accent lighting acts to extend a sign image background over a larger architectural area, then the lighting shall be included in the calculation of sign area.

G. Integral Large-Scale Architectural Lighting

1. **General.** Integral Large-Scale Architectural Lighting shall contain no text, logos, or messages and shall serve only to highlight or accentuate vertical, horizontal, or other elements of the structure. Integral Large-Scale Architectural Lighting by its nature is lower resolution, and is encouraged to incorporate larger scale elements, including monochromatic or dichromatic color lighting, abstract pixilation, and internally illuminated tinted transparent or translucent material. All Integral Large-Scale Architectural Lighting shall be considered only at the time of building design development, pursuant to Section 5.C.

2. Location.

a. Integral Large-Scale Architectural Lighting shall not cover the exterior of windows, doors, vents, or other openings that serve occupants of a building unless:

(1) The operability and functionality of all windows, doors, vents, or openings covered by such Integral Large-Scale Architectural Lighting are maintained to the building's design standards;

(2) Visibility from the interior of each window covered by such Integral Large-Scale Architectural Lighting is maintained to the building's design standards; and

(3) The Integral Large-Scale Architectural Lighting maintains a minimum free and clear space of 12 inches in vertical or horizontal dimension between individual lighting components embedded into any mesh, netting, horizontal louvers, vertical louvers, or similar installations. Each horizontal or vertical component may have a consistent linear row of pixels, however each component or row must maintain a minimum free and clear space of 12 inches between another component or row. This requirement is subject to the 20% adjustment procedure set forth in Section 11.5.7 E of the Code. This serves to maintain lower resolution lighting and to allow both outward and inward views of the building's windows, doors, vents, and openings.

(4) In Vertical Sign Zone 3, Integral Large-Scale Architectural Lighting shall not be installed over the exterior of windows, glazing, doors, vents, or other openings that serve occupants in any way. Integral Large-Scale Architectural Lighting shall be restricted in use only to the spandrel portion of each vertical floor and as such shall be subject to a minimum free and clear space requirement of six inches in vertical or horizontal dimension between individual lighting components.

b. Integral Large-Scale Architectural Lighting shall be permitted in Vertical Sign Zones 2, 3 and 4, and shall conform to the standards of Tables 1-2, whichever is applicable.

c. Integral Large-Scale Architectural Lighting shall not be installed over windows or glazing in Vertical Sign Zone 3.

3. **Area.** Integral Large-Scale Architectural Lighting that conforms to this ordinance shall not count as sign area, and shall not be included in the

Maximum Permitted Combined Sign Area calculation. Integral Large-Scale Architectural Lighting that acts to extend a sign image background over a larger architectural area shall be included in the calculation of sign area.

H. **Hanging Signs.**

1. **General.**

a. A Hanging Sign shall consist of individual letters or numbers no taller than 24 inches, or an icon no taller than 24 inches. Such letters, numbers, or icon shall be suspended from a ledge.

b. Solid panels and Can Signs are not permitted as Hanging Signs.

c. The sign shall be oriented so that the message, graphic, or symbol on the sign is approximately parallel with the façade of the structure to which the sign is affixed.

d. No message, graphic or symbol shall be located on that portion of a hanging sign that is perpendicular to the façade of the structure to which the sign is affixed.

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

3. **Dimensions.**

a. The lowest portion of a suspended Hanging Sign shall be at least eight feet above the natural or finished grade as measured vertically.

b. Suspension supports which are constructed for the purpose of supporting a Hanging Sign may not exceed 24 inches in height as measured vertically from the top of the letter or symbol to the bottom of the supporting architectural appurtenance, nor may those supports exceed 8 inches in width as measured horizontally.

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

I. **Information Signs.** Unless otherwise specified in this Ordinance, an Information Sign shall comply with Section 14.4.7 of the Code.

J. Large-Scale Architectural Lighting.

1. **General.** Large-Scale Architectural Lighting shall contain no text, logos, or messages, and shall serve only to highlight or accentuate vertical, horizontal, or other elements of the structure. All Large-Scale Architectural Lighting shall be considered only at the time of building design development, pursuant to Section 5.C.

2. **Location.**

a. Large-Scale Architectural Lighting shall not cover the exterior of windows, doors, vents, or other openings that serve occupants of a building.

b. Large-Scale Architectural Lighting shall be permitted in Vertical Sign Zones 2, 3 and 4, and shall conform to the standards of Tables 1-2, whichever is applicable.

3. **Area.** Large-Scale Architectural Lighting that conforms to this Ordinance shall not count as sign area, and shall not be included in the Maximum Permitted Combined Sign Area calculation. Large-Scale Architectural Lighting that acts to extend a sign image background over a larger architectural area shall be included in the calculation of sign area.

K. Monument Signs. Unless otherwise specified in this Ordinance, a Monument Sign shall comply with Section 14.4.8 of the Code.

L. Pedestrian Signs.

1. **General.**

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

b. 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.

c. A Pedestrian Sign shall not be a Can Sign.

2. **Location.**

a. Each tenant space 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 tenant space.

b. Each tenant space 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 tenant space floor space on the ground level.

3. **Dimensions.**

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

b. **Height.** No portion of a Pedestrian Sign shall be located less than eight 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 six square feet for each sign face.

5. **Projection From The Building Face.** A Pedestrian Sign may project up to three feet from the face of the building.

M. **Pillar Signs.** Pillar Signs shall comply with the following regulations:

1. **General.** A Pillar Sign shall not be a Can Sign. A Pillar Sign shall not be a Digital Display.

2. **Location.**

a. A new Pillar Sign shall not be permitted on a lot which has an existing Billboard or pole sign.

b. Pillar Signs shall not be permitted on that portion of a lot having less than 50 feet of street frontage.

c. A Pillar Sign shall be set back at least ten feet from the intersection of a driveway and the public right of way and shall not interfere with or present a hazard to pedestrian or vehicular traffic.

d. A Pillar Sign shall be located at least 7.5 feet from interior lot lines and at least 15 feet from any other Pillar Sign, Monument Sign, Projecting Sign, Billboard or Pole Sign.

e. There shall be no more than one Pillar Sign for every 150 feet of street frontage.

3. **Dimensions.**

a. **Height.**

(1) A Pillar Sign shall not exceed a height of 40 feet above the sidewalk grade or edge of roadway grade nearest the sign, as measured from the grade to the top of the sign.

(2) The top of a Pillar Sign shall be at least three feet below the height of any adjacent building facade on the lot where the Pillar Sign is located.

b. **Width.** The maximum horizontal dimension of any portion of a Pillar Sign shall not exceed five feet.

4. **Landscaping Requirements.** Landscaping shall be provided at the base of the supporting structure equal to twice the area of the largest face of the sign.

N. **Projected Image Signs.**

1. **Location.** Projected Image Signs shall only be permitted in Vertical Sign Zone 2.

2. **Area.** The entirety of the projected image, including background color, shall count as sign area. The sign area for an individual sign shall not exceed 300 square feet.

3. **Change of Copy.** The copy of a Projected Image Sign must remain static and may be changed no more frequently than once every 24 hours.

O. **Projecting Signs.** Projecting Signs shall comply with the following regulations:

1. **General.**

a. 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.

b. No text, message or logo shall be allowed on that portion of a Projecting Sign that is parallel to the face of the building.

2. Location.

a. A Projecting Sign shall align with major building elements such as cornices, string courses, window banding, or vertical changes in material or texture.

b. There shall be a minimum distance of 20 feet, measured horizontally, between a Projecting Sign and any other type sign, except for a Pedestrian Sign, Identification Sign, Wall Sign or Window Sign.

c. A new Projecting Sign shall be located at least one foot from an interior lot line, as defined by the Department of Building and Safety.

d. A Projecting Sign shall only be located in Vertical Sign Zones 1 and 2.

3. Dimensions.

a. A Projecting Sign shall not exceed 80 feet in height as measured vertically from the bottom of the sign to the top of the sign.

b. The width of the sign face of a Projecting Sign that is perpendicular to the building shall not exceed 20 percent of the overall height of the sign and in no event shall exceed six feet. This measurement does not include the dimensions of the sign's supporting structure.

c. No portion of a Projecting Sign that is parallel to the face of the building shall exceed two feet in width.

4. **Extension Above The Roof.** A Projecting Sign may extend above the top of the wall or roof parapet of a building face but the extension shall not exceed 30 percent of the total vertical height of the projecting sign. In no event shall a Projecting Sign extend higher than 150 feet from grade.

5. **Projection From The Building Face.** The planes of Projecting Sign faces shall be parallel to one another unless approved as a design element of a Project Permit Compliance review.

P. Scrolling Digital Displays.

1. **General.** A Scrolling Digital Display may be a Digital Display.

2. **Location.**

a. A maximum of three Scrolling Digital Displays are permitted to be located either in Vertical Sign Zone 1 or 2 or a combination of both.

b. A maximum of two Scrolling Digital Displays are permitted to be located in Sub-District B, with one each located approximately at the corners of Wilshire Blvd and Francisco Street, and at Seventh Street and Francisco Street. Each Scrolling Digital Display may front on more than one street.

c. A maximum of one Scrolling Digital Display shall be permitted to be located in Sub-District A or A-1, located approximately at the corner of Figueroa Street and Wilshire Boulevard.

d. A Scrolling Digital Display shall not cover the exterior of windows, doors, vents, or other openings that serve occupants of buildings.

e. The uppermost portion of a Scrolling Digital Display shall be a maximum of 50 feet above the natural or finished grade as measured vertically.

3. **Area.** A Scrolling Digital Display Sign shall not exceed 10 feet in vertical dimension. The maximum size of a Scrolling Digital Display located in Sub-District B shall not exceed 1,200 square feet in area.

4. **Refresh Rates, and Hours of Operation.** The refresh rates and hours of operation for Scrolling Digital Displays shall be as set forth in Tables 1-2, whichever is applicable.

Q. **Temporary Signs.** Unless otherwise specified in this Ordinance, a temporary sign shall comply with Section 14.4.16 of the Code.

R. **Wall Signs.**

1. **Location.**

a. No portion of any Wall Sign shall be located above the second story of the building on which it is placed or higher than 35 feet above grade as measured vertically, whichever is lower, except when permitted as an Identification Sign in Vertical Sign Zone 4.

b. A Wall Sign shall not cover the exterior of windows, doors, vents, or other openings that serve the occupants of a building.

2. **Area.** A single Wall Sign shall not exceed 300 square feet in area, except when permitted as an Identification Sign in Vertical Sign Zone 4.

S. **Window Sign.** Unless otherwise specified in this Ordinance, a Window Sign shall comply with Section 14.4.14 of the Code.

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. The aggregate area of all Window Signs shall be included as part of the Maximum Permitted Sign Area.

Sec. 8. **SIGN REDUCTION.** Sign reduction is required for all signs displaying off-site advertising content. An applicant shall seek sign reduction approval by filing an application with the Director pursuant to Section 11.5.7 of the Code. The application shall demonstrate compliance with the following requirements:

A. **Removal of Painted Wallscales, Pole Signs, and Billboard Signs on the Premises.**

1. A property owner in this district may receive sign reduction credit for any lawfully permitted painted wallscale, Pole Sign, or Billboard Sign removed from the premises.

2. Sign credit shall be awarded as follows:

a. For every square foot of painted wallscale or Pole Sign removed, one square foot of credit will be awarded. Such credits may be used only for the installation of off-site advertising content on Scrolling Digital Displays or Integral Digital Displays authorized by this Ordinance.

b. For every square foot of Billboard Sign removed, two square feet of credit shall be awarded for the installation of off-site advertising content on Scrolling Digital Displays, and three square feet of credit shall be awarded for the installation of Integral Digital Displays authorized by this Ordinance.

B. **Removal of Off-Premises Billboard Signs.**

1. A property owner in this district may receive sign reduction credit for any lawfully permitted Billboard Sign that is removed from any

other property located in the Central City, Westlake, or South Los Angeles Community Plan areas.

2. For every square foot of Billboard Sign removed, two square feet of credit shall be awarded for the installation of off-site advertising content on Scrolling Digital Displays, and three square feet of credit shall be awarded for the installation of Integral Digital Displays authorized by this Ordinance.

C. Proof of Legal Status, Removal Rights and Indemnification. Sign reduction credits shall not be awarded unless the applicant submits the following with the application form:

1. A valid building permit demonstrating that the sign to be removed constitutes a legal use.

2. A written statement from the owner of the property from which the sign(s) will be removed attesting that the owner has the legal right to remove the sign at issue and agrees that if sign credits are issued, then once removed the sign(s) at issue may not be reinstalled. This written statement must be signed under penalty of perjury and notarized.

3. An executed agreement from the applicant promising to defend and indemnify the City against any and all legal challenges filed by a third party relating to the removal of the sign(s).

D. Proof of sign removal. The applicant must submit a final demolition permit and photographic evidence that the signs in question have been removed prior to the issuance of any new building permit for an off-site sign.

E. Transfer of rights. Sign credits awarded pursuant to this section may not be used to install signs on any property outside of this District, or in violation of the requirements of this Ordinance. Under no circumstances may the removal of one sign result in the issuance of more than one credit.

Sec. 9. **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 Supplemental Use District Ordinance are declared to be severable.

Sec. 10. 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, by a two-thirds vote of all of its members, at its meeting of

JUNE LAGMAY, City Clerk


By _____ Deputy

Approved _____

Mayor

Approved as to Form and Legality

CARMEN A. TRUTANICH, City Attorney

By  _____
Michael J. Bostrom
Deputy City Attorney


Date March 23, 2011

File No(s). _____

Pursuant to Charter Section 559, I disapprove this ordinance on behalf of the City Planning Commission

March 23, 2011

See attached report.

 _____
Michael LoGrande
Director of Planning

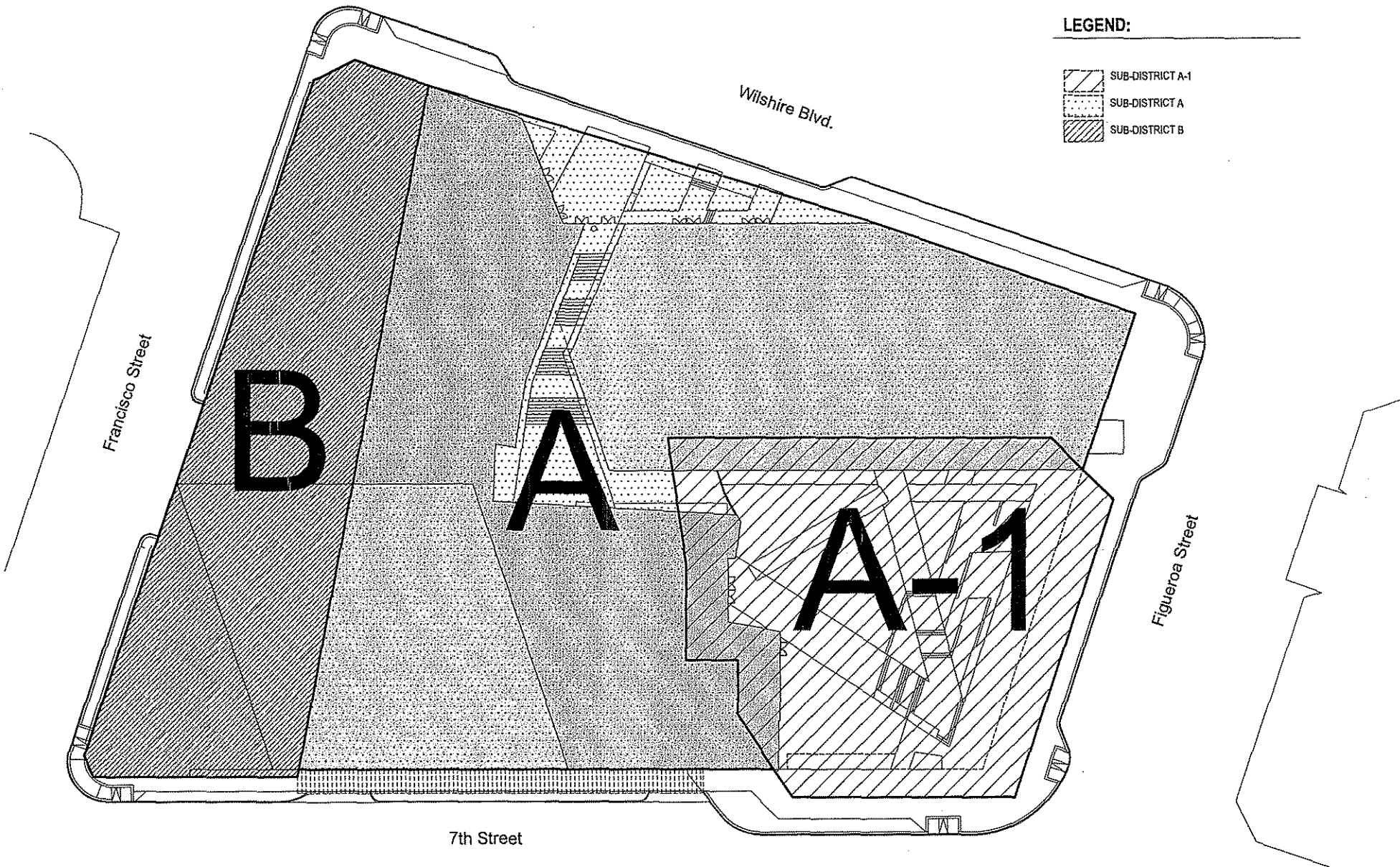


Exhibit A Figueroa and Seventh Street Sign District Subareas Map

Table 1
Sub-District A-1 Sign Regulations

Vertical Sign Zone	Permitted Signs	Permitted Refresh Rates	Hours of Operation	Maximum Coverage and Size
Level 1 0 to 35 feet in height	Signs currently permitted by Code, as further regulated by Sign District, including Digital Displays.	Controlled Refresh II Light Color Animation Refresh	No restrictions; however, all signs must remain Static between 2:00 am and dawn	Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District.
	Maximum of One Scrolling Digital Display Sign as permitted by Sign District.	Scrolling Animated Refresh	Dawn to 2:00 am	Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District. Scrolling Digital Display Sign eligible for sign area bonus as part of sign reduction program, if development thresholds are met. Scrolling Digital Display Sign not to exceed a maximum vertical dimension of 10 feet.

Table 1
Sub-District A-1 Sign Regulations

Vertical Sign Zone	Permitted Signs	Permitted Refresh Rates	Hours of Operation	Maximum Coverage and Size
<p>Level 2</p> <p>35 to 150 feet in height, or to the top of the building podium roof line, whichever is less</p>	<p>Signs currently permitted by Code, as further regulated by Sign District. Digital Display Signs, I.D. Signs, Integral Digital Display Signs, Integral Large-Scale Architectural Lighting, Architectural Lighting permitted.</p>	<ul style="list-style-type: none"> • Limited Animated Refresh I • Controlled Refresh I and II with Light Color • Animation Refresh. 	<p>Dawn to 2:00 a.m. for non-Static signs</p> <p>No restrictions for Static signs</p>	<p>Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District.</p> <p>Integral Digital Display Signs and Scrolling Digital Display Signs eligible for sign area bonus as part of sign reduction program, if development thresholds are met.</p> <p>Signs may not exceed 40% of the combined facade area.</p>
	<p>Maximum of One Scrolling Digital Display Sign as permitted by Sign District.</p>	<p>Scrolling Animated Refresh</p>		

Table 1
Sub-District A-1 Sign Regulations

Vertical Sign Zone	Permitted Signs	Permitted Refresh Rates	Hours of Operation	Maximum Coverage and Size
<p>Level 3 From 150 feet in height, or the top of the building podium roof line, to Level 4</p>	<p>No signs permitted, Integral Large-Scale Architectural Lighting and Large-Scale Architectural Lighting allowed only.</p>	<p>Limited Animated Refresh II.</p>	<p>Dawn to 2:00 am</p>	<p>Exempt from Sign Area. No text, no logos, no messages.</p> <p>Integral Large Scale Architectural Lighting and Large Scale Architectural Lighting may cover maximum of 60% of the combined facade area.</p> <p>Integral Large Scale Architectural Lighting installation shall be located only on spandrels and shall not cover windows.</p>

Table 1
Sub-District A-1 Sign Regulations

Vertical Sign Zone	Permitted Signs	Permitted Refresh Rates	Hours of Operation	Maximum Coverage and Size
<p align="center">Level 4</p> <p>The top 10% in height for each building with a height greater than 170 feet.</p>	<p>I.D. Signs only (may be comprised of Digital Displays, Integral Digital Displays).</p>	<ul style="list-style-type: none"> • Limited Animated Refresh I • Controlled Refresh II • Light Color Animation Refresh 	<p>No restrictions, however all signs must remain Static between 2:00 am and dawn.</p>	<p>Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District.</p> <p>Signs, Integral Large Scale Architectural Lighting, and Large Scale Architectural Lighting may not exceed 80% of the combined facade area. If the Phase 1 hotel tower is less than 634 feet above ground level, the letters, logos and other elements of the I.D. signage shall not exceed 70% of the total permitted area of Level 4 signage for that tower. If the Phase 2 office tower is less than 817 feet above ground level, the letters, logos, and other elements of the I.D. signage shall not exceed 70% of the total permitted area of Level 4 Signage for that tower.</p>
	<p>Integral Large-Scale Architectural Lighting and Large-Scale Architectural Lighting.</p>	<ul style="list-style-type: none"> • Limited Animated Refresh I • Controlled Refresh II • Light Color Animation Refresh 	<p>No restrictions, however all signs must remain Static between 2:00 am and dawn.</p>	<p>Exempt from Sign Area. No text, no logos, no messages. I.D. Signs, Integral Large Scale Architectural Lighting, and Large Scale Architectural Lighting may not exceed 80% of the combined facade area.</p>

Table 1
Sub-District A Sign Regulations

Vertical Sign Zone	Permitted Signs	Permitted Refresh Rates	Hours of Operation	Maximum Coverage and Size
Level 1 0 to 35 feet in height	Signs currently permitted by Code, as further regulated by Sign District. No Integral Digital Display Signs, no Digital Display Signs, except as I.D. signs and except as outlined below.	All signs must remain static, except for I.D. signs, which are limited to Controlled Refresh III.	No restrictions	Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District.
	Maximum of One Scrolling Digital Display Sign as permitted by Sign District.	Scrolling Animated Refresh	Dawn to 2:00 am	Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District. Scrolling Digital Display Sign eligible for sign area bonus as part of sign reduction program, if development thresholds are met. Scrolling Digital Display Sign not to exceed a maximum vertical dimension of 10 feet.

Table 1
Sub-District A Sign Regulations

Vertical Sign Zone	Permitted Signs	Permitted Refresh Rates	Hours of Operation	Maximum Coverage and Size
<p>Level 2 35 to 150 feet in height, or to the top of the building podium roof line, whichever is less</p>	<p>Signs currently permitted by Code, as further regulated by Sign District. Digital Display Signs, I.D. Signs, Integral Digital Display Signs. Integral Large-Scale Architectural Lighting, Architectural Lighting permitted.</p>	<p>Controlled Refresh I and II with Light Color Animation Refresh</p>	<p>Dawn to 2:00 a.m. for non-Static signs. No restrictions for Static signs</p>	<p>Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District.</p> <p>Integral Digital Display Signs, Scrolling Digital Display Sign eligible for sign area bonus as part of sign reduction program, if development thresholds are met.</p> <p>Signs may not exceed 15% of the combined facade area.</p> <p>Integral Digital Display located on the 7th Street frontage in Sub-District A shall not exceed 3,000 square feet, and shall not exceed an average vertical dimension of 20 feet.</p> <p>An Integral Digital Display located on the Wilshire Boulevard frontage in Sub-District A shall not exceed 2000 square feet, and shall not exceed an average vertical dimension of 20 feet.</p> <p>An Integral Digital Display located at the corner of Wilshire Boulevard and Figueroa Street in Sub-District A shall not exceed 1200 square feet.</p>
	<p>Maximum of One Scrolling Digital Display Sign as permitted by Sign District.</p>	<p>Scrolling Animated Refresh</p>		

Table 1
Sub-District A Sign Regulations

Vertical Sign Zone	Permitted Signs	Permitted Refresh Rates	Hours of Operation	Maximum Coverage and Size
<p>Level 3 From 150 feet in height, or the top of the building podium roof line, to Level 4</p>	<p>No signs permitted. Integral Large-Scale Architectural Lighting and Large-Scale Architectural Lighting allowed only.</p>	<p>Limited Animated Refresh II</p>	<p>Dawn to 2:00 am</p>	<p>Exempt from Sign Area. No text, no logos, no messages.</p> <p>Integral Large Scale Architectural Lighting and Large Scale Architectural Lighting may cover maximum of 60% of the combined facade area.</p> <p>Integral Large Scale Architectural Lighting installation shall be located only on spandrels and shall not cover windows.</p>

Table 1
Sub-District A Sign Regulations

Vertical Sign Zone	Permitted Signs	Permitted Refresh Rates	Hours of Operation	Maximum Coverage and Size
<p>Level 4</p> <p>The top 10% in height for each building with a height greater than 170 feet.</p>	<p>I.D. Signs only (may be comprised of Digital Displays, Integral Digital Displays).</p>	<ul style="list-style-type: none"> • Limited Animated Refresh I • Controlled Refresh II • Light Color Animation Refresh 	<p>No restrictions; however, all signs must remain Static between 2:00 am and dawn.</p>	<p>Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District.</p> <p>Signs, Integral Large Scale Architectural Lighting, and Large Scale Architectural Lighting may not exceed 80% of the combined facade area. If the Phase 1 hotel tower is less than 634 feet above ground level, the letters, logos and other elements of the I.D. signage shall not exceed 70% of the total permitted area of Level 4 signage for that tower. If the Phase 2 office tower is less than 817 feet above ground level, the letters, logos, and other elements of the I.D. signage shall not exceed 70% of the total permitted area of Level 4 Signage for that tower.</p>
	<p>Integral Large-Scale Architectural Lighting and Large-Scale Architectural Lighting.</p>	<ul style="list-style-type: none"> • Limited Animated Refresh I • Controlled Refresh II Light Color Animation Refresh 	<p>No restrictions, however all signs must remain Static between 2:00 am and dawn.</p>	<p>Exempt from Sign Area. No text, no logos, no messages.</p> <p>Signs, Integral Large Scale Architectural Lighting, and Large Scale Architectural Lighting may not exceed 80% of the combined facade</p>

					area.	
--	--	--	--	--	-------	--

Table 1
 Sub-District B Sign Regulations

Vertical Sign Zone	Permitted Signs	Permitted Refresh Rates	Hours of Operation	Maximum Coverage and Size
<p style="text-align: center;">Level 1 0 to 35 feet in height</p>	<p>Signs currently permitted by Code, as further regulated by Sign District. No Digital Display Signs, no Integral Digital Display Signs.</p>	<p style="text-align: center;">Static</p>	<p style="text-align: center;">No restrictions</p>	<p style="text-align: center;">Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District.</p>

Table 1
Sub-District B Sign Regulations

Vertical Sign Zone	Permitted Signs	Permitted Refresh Rates	Hours of Operation	Maximum Coverage and Size
<p>Level 2 35 to 150 feet in height, or to the top of the building podium roof line, whichever is less</p>	<p>Signs currently permitted by Code, as further regulated by Sign District. No Digital Display Signs, Integral Digital Display Signs, or Integral Large-Scale Architectural Lighting; except as outlined below.</p>	<p>Static.</p>	<p>No restrictions</p>	<p>Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District.</p> <p>Scrolling Digital Display Signs eligible for sign area bonus as part of sign reduction program, if development thresholds are met</p>
	<p>Maximum of two Scrolling Digital Display Sign as permitted by Sign District.</p>	<p>Controlled Refresh I</p>	<p>Dawn to Midnight.</p>	<p>A Scrolling Digital Display shall not exceed 450 square feet in area. Total of all Scrolling Digital Displays shall not exceed 900 square feet in area.</p> <p>Signage on Francisco Street facade shall not extend south along Francisco Street more than 87 feet from the project's Wilshire Boulevard property line, and shall not extend north more than 32 feet from the project's 7th Street property line.</p>

Table 1
Sub-District B Sign Regulations

Vertical Sign Zone	Permitted Signs	Permitted Refresh Rates	Hours of Operation	Maximum Coverage and Size
<p>Level 3 From 150 feet in height, or the top of the building podium roof line, to Level 4</p>	<p>No signs permitted, Integral Large-Scale Architectural Lighting and Large-Scale Architectural Lighting allowed only.</p>	<p>Limited Animated Refresh II</p>	<p>Dawn to 2:00 am</p>	<p>Exempt from Sign Area. No text, no logos, no messages.</p> <p>Integral Large Scale Architectural Lighting and Large Scale Architectural Lighting may cover maximum of 60% of the combined facade area.</p> <p>Integral Large Scale Architectural Lighting installation shall be located only on spandrels and shall not cover windows.</p>

Table 1
Sub-District B Sign Regulations

Vertical Sign Zone	Permitted Signs	Permitted Refresh Rates	Hours of Operation	Maximum Coverage and Size
<p>Level 4</p> <p>The top 10% in height for each building with a height greater than 170 feet.</p>	<p>I.D. Signs only (may be comprised of Digital Displays, Integral Digital Displays).</p>	<ul style="list-style-type: none"> • Limited Animated Refresh I • Controlled Refresh II • Light Color Animation Refresh 	<p>No restrictions, however all signs must remain Static between 2:00 am and dawn.</p>	<p>Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District.</p> <p>Signs, Integral Large Scale Architectural Lighting, and Large Scale Architectural Lighting may not exceed 80% of the combined facade area. If the Phase 1 hotel tower is less than 634 feet above ground level, the letters, logos and other elements of the I.D. signage shall not exceed 70% of the total permitted area of Level 4 signage for that tower. If the Phase 2 office tower is less than 817 feet above ground level, the letters, logos, and other elements of the I.D. signage shall not exceed 70% of the total permitted area of Level 4 Signage for that tower.</p>
	<p>Integral Large-Scale Architectural Lighting and Large-Scale Architectural Lighting.</p>	<ul style="list-style-type: none"> • Limited Animated Refresh I. • Controlled Refresh II Light Color Animation Refresh 	<p>No restrictions, however all signs must remain Static between 2:00 am and dawn.</p>	<p>Exempt from Sign Area. No text, no logos.</p> <p>Signs, Integral Large Scale Architectural Lighting, and Large Scale Architectural Lighting may not exceed 80% of the combined facade area.</p>

Table 2
Sub-District A-1 Sign Regulations

Vertical Sign Zone	Permitted Signs	Permitted Refresh Rates	Hours of Operation	Maximum Coverage and Size
Level 1 0 to 35 feet in height	Signs currently permitted by Code, as further regulated by Sign District, including Digital Displays.	Controlled Refresh II Light Color Animation Refresh	No restrictions; however, all signs must remain Static between 2:00 am and dawn	Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District.
	Maximum of One Scrolling Digital Display Sign as permitted by Sign District.	Scrolling Animated Refresh	Dawn to 2:00 am	Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District. Scrolling Digital Display Sign eligible for sign area bonus as part of sign reduction program, if development thresholds are met. Scrolling Digital Display Sign not to exceed a maximum vertical dimension of 10 feet.

Table 2
Sub-District A-1 Sign Regulations

Vertical Sign Zone	Permitted Signs	Permitted Refresh Rates	Hours of Operation	Maximum Coverage and Size
<p>Level 2 35 to 150 feet in height, or to the top of the building podium roof line, whichever is less</p>	<p>Signs currently permitted by Code, as further regulated by Sign District. Digital Display Signs, I.D. Signs, Integral Digital Display Signs. Integral Large-Scale Architectural Lighting, Large Scale Architectural Lighting permitted.</p>	<p>Limited Animated Refresh I Controlled Refresh I and II with Light Color Animation Refresh</p>	<p>Dawn to 2:00 a.m. for non-Static signs No restrictions for Static signs</p>	<p>Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District. Integral Digital Display Signs, Scrolling Digital Display Sign eligible for sign area bonus as part of sign reduction program, if development thresholds are met Signs may not exceed 80% of the combined facade area.</p>
	<p>Maximum of One Scrolling Digital Display Sign as permitted by Sign District.</p>	<p>Scrolling Animated Refresh</p>		

Table 2
Sub-District A-1 Sign Regulations

Vertical Sign Zone	Permitted Signs	Permitted Refresh Rates	Hours of Operation	Maximum Coverage and Size
<p>Level 3 From 150 feet in height, or the top of the building podium roof line, to Level 4</p>	<p>No signs permitted, Integral Large-Scale Architectural Lighting and Large-Scale Architectural Lighting allowed only.</p>	<p>Limited Animated Refresh II.</p>	<p>Dawn to 2:00 am</p>	<p>Exempt from Sign Area. No text, no logos, no messages.</p> <p>Integral Large Scale Architectural Lighting and Large Scale Architectural Lighting may cover maximum of 60% of the combined facade area.</p> <p>Integral Large Scale Architectural Lighting installation shall be located only on spandrels and shall not cover windows.</p>

Table 2
Sub-District A-1 Sign Regulations

Vertical Sign Zone	Permitted Signs	Permitted Refresh Rates	Hours of Operation	Maximum Coverage and Size
<p align="center">Level 4</p> <p>The top 10% in height for each building with a height greater than 170 feet.</p>	<p>I.D. Signs only (may be comprised of Digital Displays, Integral Digital Displays).</p>	<ul style="list-style-type: none"> • Limited Animated Refresh I • Controlled Refresh II • Light Color Animation Refresh 	<p>No restrictions; however, all signs must remain Static between 2:00 am and dawn.</p>	<p>Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District.</p> <p>Signs, Integral Large Scale Architectural Lighting, and Large Scale Architectural Lighting may not exceed 80% of the combined facade area. If the Phase 1 hotel tower is less than 634 feet above ground level, the letters, logos and other elements of the I.D. signage shall not exceed 70% of the total permitted area of Level 4 signage for that tower. If the Phase 2 office tower is less than 817 feet above ground level, the letters, logos, and other elements of the I.D. signage shall not exceed 70% of the total permitted area of Level 4 Signage for that tower.</p>
	<p>Integral Large-Scale Architectural Lighting and Large-Scale Architectural Lighting.</p>	<ul style="list-style-type: none"> • Limited Animated Refresh I • Controlled Refresh II • Light Color Animation Refresh 	<p>No restrictions; however all signs must remain Static between 2:00 am and dawn.</p>	<p>Exempt from Sign Area. No text, no logos, no messages. I.D. Signs, Integral Large Scale Architectural Lighting, and Large Scale Architectural Lighting may not exceed 80% of the combined facade area.</p>

Table 2
Sub-District A Sign Regulations

Vertical Sign Zone	Permitted Signs	Permitted Refresh Rates	Hours of Operation	Maximum Coverage and Size
<p>Level 1 0 to 35 feet in height</p>	<p>Signs currently permitted by Code, as further regulated by Sign District. No Integral Digital Display Signs, no Digital Display Signs, except as I.D. signs and except as outlined below.</p>	<p>All signs must remain static, except for I.D. signs, which are limited to Controlled Refresh III</p>	<p>No restrictions</p>	<p>Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District.</p>
	<p>Maximum of One Scrolling Digital Display Sign as permitted by Sign District.</p>	<p>Scrolling Animated Refresh</p>	<p>Dawn to 2:00 am</p>	<p>Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District.</p> <p>Scrolling Digital Display Sign eligible for sign area bonus as part of sign reduction program, if development thresholds met. Scrolling Digital Display Sign not to exceed a maximum vertical dimension of 10 feet.</p>

Table 2
Sub-District A Sign Regulations

Vertical Sign Zone	Permitted Signs	Permitted Refresh Rates	Hours of Operation	Maximum Coverage and Size
<p>Level 2 35 to 150 feet in height, or to the top of the building podium roof line, whichever is less</p>	<p>Signs currently permitted by Code, as further regulated by Sign District. Digital Display Signs, I.D. Signs, Integral Digital Display Signs. Integral Large-Scale Architectural Lighting, Large-Scale Architectural Lighting permitted.</p>	<p>Controlled Refresh I and II with Light Color Animation Refresh.</p>	<p>Dawn to 2:00 a.m. for non-Static signs No restrictions for Static signs</p>	<p>Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District. Integral Digital Display Signs, Scrolling Digital Display Sign eligible for sign area bonus as part of sign reduction program, if development thresholds met Signs may not exceed 80% of the combined facade area. Size and number of permitted signs further limited by SUD regulations.</p>
	<p>Maximum of One Scrolling Digital Display Sign as permitted by Sign District.</p>	<p>Scrolling Animated Refresh</p>		

Table 2
Sub-District A Sign Regulations

Vertical Sign Zone	Permitted Signs	Permitted Refresh Rates	Hours of Operation	Maximum Coverage and Size
<p>Level 3 From 150 feet in height, or the top of the building podium roof line, to Level 4</p>	<p>No signs permitted other than Integral Large-Scale Architectural Lighting and Large-Scale Architectural Lighting only.</p>	<p>Limited Animated Refresh II</p>	<p>Dawn to 2:00 am</p>	<p>Exempt from Sign Area. No text, no logos, no messages</p> <p>Integral Large Scale Architectural Lighting and Large Scale Architectural Lighting may cover maximum of 60% of the combined facade area.</p> <p>Integral Large Scale Architectural Lighting installation shall be located only on spandrels and shall not cover windows.</p>

Table 2
Sub-District A Sign Regulations

Vertical Sign Zone	Permitted Signs	Permitted Refresh Rates	Hours of Operation	Maximum Coverage and Size
<p>Level 4</p> <p>The top 10% in height for each building with a height greater than 170 feet.</p>	<p>I.D. Signs only (may be comprised of Digital Displays, Integral Digital Displays).</p>	<ul style="list-style-type: none"> • Limited Animated Refresh I • Controlled Refresh II • Light Color Animation Refresh 	<p>No restrictions; however, all signs must remain Static between 2:00 am and dawn.</p>	<p>Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District.</p> <p>Signs, Integral Large Scale Architectural Lighting, and Large Scale Architectural Lighting may not exceed 80% of the combined facade area. If the Phase 1 hotel tower is less than 634 feet above ground level, the letters, logos and other elements of the I.D. signage shall not exceed 70% of the total permitted area of Level 4 signage for that tower. If the Phase 2 office tower is less than 817 feet above ground level, the letters, logos, and other elements of the I.D. signage shall not exceed 70% of the total permitted area of Level 4 Signage for that tower.</p>
	<p>Integral Large-Scale Architectural Lighting and Large-Scale Architectural Lighting.</p>	<ul style="list-style-type: none"> • Limited Animated Refresh I • Controlled Refresh II • Light Color Animation Refresh 	<p>No restrictions; however, all signs must remain Static between 2:00 am and dawn.</p>	<p>Exempt from Sign Area. No text, no logos, no messages. Signs, Integral Large Scale Architectural Lighting, and Large Scale Architectural Lighting may not exceed 80% of the combined facade area.</p>

Table 2
Sub-District B Sign Regulations

Vertical Sign Zone	Permitted Signs	Permitted Refresh Rates	Hours of Operation	Maximum Coverage and Size
<p>Level 1 0 to 35 feet in height</p>	<p>Signs currently permitted by Code, as further regulated by Sign District. No Digital Display Signs, no Integral Digital Display Signs.</p>	<p>Static</p>	<p>No restrictions</p>	<p>Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District.</p>

Table 2
Sub-District B Sign Regulations

Vertical Sign Zone	Permitted Signs	Permitted Refresh Rates	Hours of Operation	Maximum Coverage and Size
<p>Level 2 35 to 150 feet in height, or to the top of the building podium roof line, whichever is less</p>	<p>Signs currently permitted by Code, as further regulated by Sign District. No Digital Display Signs, Integral Digital Display Signs, or Integral Large-Scale Architectural Lighting; except as outlined below.</p>	<p>Static.</p>	<p>No restrictions</p>	<p>Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District.</p> <p>Scrolling Digital Display Signs and Integral Digital Display eligible for sign area bonus as part of sign reduction program, if development thresholds met</p>
	<p>Maximum of two Scrolling Digital Display Sign as permitted by Sign District.</p> <p>Maximum of two Integral Digital Display Signs as permitted by Sign District</p>	<p>Controlled Refresh I</p>	<p>Dawn to Midnight.</p>	<p>A Scrolling Digital Display shall not exceed 1200 square feet in area. Total of all Scrolling Digital Displays shall not exceed 2400 square feet in area.</p> <p>An Integral Digital Display shall not exceed 3000 square feet in area. Total of all Integral Digital Displays shall not exceed 4500 square feet in area.</p> <p>Signage on Francisco Street facade shall not extend south along Francisco Street more than 87 feet from the project's Wilshire Boulevard property line, and shall not extend north more than 32 feet from the project's 7th Street property line.</p>

Table 2
Sub-District B Sign Regulations

Vertical Sign Zone	Permitted Signs	Permitted Refresh Rates	Hours of Operation	Maximum Coverage and Size
<p>Level 3</p> <p>From 150 feet in height, or the top of the building podium roof line, to Level 4</p>	<p>No signs permitted other than Integral Large-Scale Architectural Lighting and Large-Scale Architectural Lighting only.</p>	<p>Limited Animated Refresh II</p>	<p>Dawn to 2:00 am</p>	<p>Exempt from Sign Area. No text, no logos, no messages</p> <p>Integral Large Scale Architectural Lighting and Large Scale Architectural Lighting may cover maximum of 60% of the combined facade area.</p> <p>Integral Large Scale Architectural Lighting installation shall be located only on spandrels and shall not cover windows.</p>

Table 2
Sub-District B Sign Regulations

Vertical Sign Zone	Permitted Signs	Permitted Refresh Rates	Hours of Operation	Maximum Coverage and Size
<p>Level 4</p> <p>The top 10% in height for each building with a height greater than 170 feet.</p>	<p>I.D. Signs only (may be comprised of Digital Displays, Integral Digital Displays).</p>	<ul style="list-style-type: none"> • Limited Animated Refresh I • Controlled Refresh II • Light Color Animation Refresh 	<p>No restrictions; however, all signs must remain Static between 2:00 am and dawn.</p>	<p>Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District.</p> <p>Signs, Integral Large Scale Architectural Lighting and Large Scale Architectural Lighting may not exceed 80% of the combined facade area. If the Phase 1 hotel tower is less than 634 feet above ground level, the letters, logos and other elements of the I.D. signage shall not exceed 70% of the total permitted area of Level 4 signage for that tower. If the Phase 2 office tower is less than 817 feet above ground level, the letters, logos, and other elements of the I.D. signage shall not exceed 70% of the total permitted area of Level 4 Signage for that tower.</p>
	<p>Integral Large-Scale Architectural Lighting and Large-Scale Architectural Lighting.</p>	<ul style="list-style-type: none"> • Limited Animated Refresh I • Controlled Refresh II • Light Color Animation Refresh 	<p>No restrictions; however, all signs must remain Static between 2:00 am and dawn.</p>	<p>Exempt from Sign Area. No text, no logos, no messages. Signs, Integral Large Scale Architectural Lighting, and Large Scale Architectural Lighting may not exceed 80% of the combined facade area.</p>