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February 17, 2011

Mr. Kevin Keller
Ms. Shana M. Bonstin
DEPARTMENT OF CITY PLANNING
COMMUNITY PLANNING BUREAU
200 N. Spring Street, Room 621
Los Angeles, California 90012

**Re: Specific Condition Modifications for CPC-2009-3416-DA-TDR-CUB-CU-CUW-ZV-SN-ZAD-
SPR-GB ENV-2009-1577-EIR-GB**

Dear Kevin and Shana:

On behalf of Brookfield¹, we appreciate you meeting with us last week regarding the proposed Wilshire Grand project (the "Project") located at 930 Wilshire Boulevard (CPC-2009-3416-DA-TDR-CUB-CU-CUW-ZV-SN-ZAD-SPR-GB ENV-2009-1577-EIR-GB ("Entitlements")). While the City has proposed conditions and mitigation measures to reduce the adverse effects of the Project, more are needed to protect the surrounding community from the Project's adverse impacts. There are a substantial number of additional feasible measures and conditions of approval that we identify in this letter and exhibits that would reduce and mitigate the detrimental and significant impacts of this Project.

Both prior to the City Planning Commission's December hearing and since that time, Brookfield has met with the Project developers to address the components and effects of the Project that are most objectionable (i.e., traffic, parking, signage, helicopter noise, and construction impacts). Further, Brookfield has also conferred with various City departments and officials, such as the City Attorney's office and the Department of Transportation ("DOT"), regarding the Project's adverse impacts and potential remedies to mitigate these impacts. Requiring the measures and conditions of approval that Brookfield proposes would alleviate the most objectionable traffic, parking, signage, noise and construction impacts. Without their inclusion, the Project would create unacceptable adverse and significant impacts.

¹ Brookfield Office Properties Inc. is the public parent company of Brookfield Properties Management LLC, EYP Realty, LLC (owner of Ernst and Young Plaza, which includes the office tower located at 725 S. Figueroa, adjacent 7+FIG retail shopping center, and related parking facilities), and 601 Figueroa Co. LLC (owner of the Figueroa at Wilshire building, located at 601 Figueroa Street), and references to "Brookfield" are intended to include all such Brookfield interests.

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For ease of reading, we have redlined proposed conditions of approval, mitigation measures and the Sign Use District ("SUD"). Please note that the Mitigation Monitoring Program would also need to be modified accordingly to match these revisions.

Sincerely,

Robert E. Dezzutti
Senior Vice President

cc: Mark Phillips, Brookfield Properties
John Whitaker, DLA Piper
Ryan Leaderman, DLA Piper
Ayahlushim Getachew, Thomas Properties Group

Exhibits

Exhibit A

Redlines of Proposed City Planning Commission Determination Letter Conditions of Approval and Mitigation Measures

I. Traffic

A. MM¹-14 (Revised) contained in Condition 72

Access points and site circulation shall be maintained in general conformance with the Conceptual Plan (Exhibit A) for the Project, except that prior to issuance of a Certificate of Occupancy of Phase 1 the Applicant or its successor shall:

1. Construct an egress ramp to Figueroa Street directly from the parking garage crossing underneath the Figueroa Street sidewalk.

2. Construct a reconfigured hotel loading dock so as to preclude any backing of trucks onto Francisco Street.

Rationale: (1) This measure will improve the traffic flow to ease the eastbound Wilshire Boulevard bottleneck at Figueroa Street. This measure would reduce impacts to pedestrians because it would create fewer opportunities for pedestrian and motorist conflicts. It would also disperse Project traffic away from Wilshire Boulevard between Francisco and Figueroa Streets and facilitate more direct access to the Harbor Freeway. (2) The proposed hotel loading dock configuration requires trucks to back out onto Francisco Street and a reconfiguration is necessary to prevent backing of trucks onto Francisco Street.

B. MM-21A (New) contained in Condition 72

Prior to issuance of a Certificate of Occupancy of Phase 1, the Applicant or its successor shall restripe an eastbound lane of Wilshire Boulevard west of Figueroa Street and convert this lane into a shared through/left turn lane on eastbound Wilshire Boulevard to northbound Figueroa Street. Split signal phasing shall be installed at the Figueroa Street/Wilshire Boulevard intersection (Intersection 13).

¹ The Mitigation Monitoring Program lists and numbers mitigation measures differently than the City Planning Commission's Determination Letter. In fact, the Determination Letter identifies all project design features (PDF) as mitigation measures. For example, MM-14 in the Determination Letter corresponds to PDF-13 in the Mitigation Monitoring Program. For ease of reference, this letter will use the numeration of the mitigation measures listed in the Determination Letter.

Rationale: As analyzed in the EIR, in the future with Project, this intersection will operate at level of service F and have a significant impact. This mitigation measure is necessary to lessen this significant impact and improve the traffic flow to ease the eastbound Wilshire Boulevard bottleneck at Figueroa Street.

C. MM-21C (New) contained in Condition 72

Prior to issuance of a Certificate of Occupancy of Phase 1, the Applicant or its successor shall provide two southbound lanes and two northbound lanes on Francisco Street adjacent to the Project site.

Rationale: This measure will avoid unacceptable conflicts with having one center turning lane shared by vehicles trying to turn into 1000 Wilshire to the west and the Project site to the east. This measure will also help alleviate the significant traffic impact at the intersection of Francisco Street/Wilshire Boulevard (Intersection 12).

D. MM-21D (New) contained in Condition 72

Prior to issuance of a Certificate of Occupancy of Phase 1, the Applicant or its successor shall restripe Grand Avenue between 5th and 7th Street to accommodate two-way traffic.

Rationale: Currently, Grand Avenue is a one-way southbound street between 5th Street and 7th Street. Provision of two-way traffic on Grand Avenue north of 7th Street will provide another northbound travel opportunity for 7th Street and Wilshire Boulevard motorists that will relieve congestion on surrounding roadways.

E. MM-21E (New) contained in Condition 72

Prior to issuance of a Certificate of Occupancy of Phase 1, the Applicant or its successor shall dedicate a bus drop-off on Wilshire Boulevard with no other loading/unloading or parking allowed in this area. No construction staging shall be allowed in this bus drop-off area.

Rationale: Guests and customers of the Project would arrive and depart in busses, and a loading area is necessary so that these busses do not create a significant impact on the surrounding roadways. Further, no construction staging shall be allowed in the bus drop off area since the area will be needed for busses for the first phase of development. Also, environmental impacts of construction staging along Wilshire have not been analyzed, and conducting construction staging in this location would create new noise and traffic impacts that have not been analyzed in the EIR.

F. Condition 75 Caltrans (New)

a. Construction related truck trips on State Highways shall be limited to off-peak commute periods.

b. Transport of over-size or over-weight vehicles on State Highways will need a Caltrans Transportation Permit.

c. The Contractor shall agree to avoid platooning of truck trips on mainline freeways, on freeway ramps and at freeway ramp intersections.

Rationale: Caltrans has requested these conditions of approval. These measures would avoid exacerbating significant traffic impacts of the Project.

G. Condition 75A (New)

The Project's gym and/or spa shall only support on-site patrons rather than drawing patrons from outside the Project site. Use of the gym and/or spa shall be prohibited to anyone who is not an employee, resident or hotel guest at the Project site.

Rationale: The Project Developer has maintained that the gym and/or spa are intended to serve on-site users in order to limit the traffic and parking impacts. As such, if the users are not on-site employees, residents or hotel guests, then the EIR traffic analysis is inadequate.

II. Parking

A. Condition 12A (New)

The Project shall charge prevailing market parking rates for the retail/restaurant/fitness center/spa uses for similar Central Business District urban shopping centers served by a parking structure. These parking rates shall be required for the first twenty (20) years of operation of the retail/restaurant/fitness center/spa uses.

Rationale: Without this measure, the Project's customers and employees will park at the 7th and Figueroa parking structure to avoid paying market rate parking. This will cause a spillover parking impact at the 7th and Figueroa retail center and potentially result in inadequate parking for Brookfield's own customers. Further, it will cause new traffic impacts that have not been analyzed as the Project customers will utilize area roadways in a different manner than analyzed in order access to the 7th and Figueroa retail center parking garage. The traffic impacts of this poached parking have not been analyzed. Retail/restaurant/fitness center/spa parking rates matching similar Central Business District urban shopping center parking rates are necessary so as to preclude Project patrons from parking in Brookfield's retail parking structure at 7th and Figueroa.

B. Condition 12B (New)

The Project shall provide adequate valet staffing for large conference room events/multiple events. Prior to the issuance of certificate of occupancy for the first phase of the Project, the applicant or its successors shall submit for Department of Planning and DOT approval of a valet operations parking plan that provides valet services 24 hours per day, seven days per week with adequate staffing during anticipated peak periods.

Rationale: This condition is necessary so as to mitigate queuing and back up on surrounding roadways that will adversely impact the level of service in the Project area.

C. Condition 12C (New)

Prior to the issuance of the Certificate of Occupancy for Phase 2, the Applicant or its successor shall install "Park Assist" or similar technology in the Project's parking garage.

Rationale: The Project proposes to substantially reduce the amount of parking required per Code. Further, the Project proposes to reduce the parking supply to a level less than the amount deemed necessary by the Developer's own shared parking study. There is evidence that the proposed parking supply will be insufficient to meet the parking demand. Even with Transportation Demand Management ("TDM") measures to reduce parking demand, there will be little to no excess parking capacity, such that the parking garage would be full on a regular basis. Motorists intending to park in the garage will be unable to do so. This measure is necessary to prevent spillover impacts on surrounding roadways and parking lots.

III. Signage/Aesthetics

Please see the attached exhibits for proposed changes to the SUD. For changes to the conditions and mitigation measures related to signage/aesthetics, please see below. The justification and rationale for these signage changes are contained in the appeal letter and December 15, 2010 letter to the City Planning Commission, incorporated herein by reference.

A. MM-42 (Visual Resources MM-5) of Condition 72

By issuance of building permit for signage, for every ~~Integral Electronic display sign~~ to be erected in Level 3 on the Project Site that exceeds the signage otherwise permitted by the Los Angeles Municipal Code, the Applicant or its successor shall remove or cause to have removed the number of billboards and area of those billboards at a one-to-one ratio as determined by the Department of City Planning. Billboards considered for removal shall be located in the Central City, Westlake, or South Los Angeles Communities. Note: Additional billboard removal requirements are outlined in the Sign Supplemental Use District.

B. MM-60 (Light & Glare Artificial Light & Glare MM-9) of Condition 72

Between the hours of sunset and 2 a.m., integral electronic displays in Level~~3~~ and 4 of all Sign Subdistricts shall conform to ~~430~~ 60 candelas/m² [Note: reflects Sign Supplemental Use District, as amended]. There shall be no integral electronic displays or any other signage on Level 3.

C. MM-61 (Light & glare Artificial Light & Glare MM-10) of Condition 72

On Level 1 and on Level 2 after 7:00 p.m. in all Sign Subdistricts, all displays shall have a nighttime brightness of no greater than ~~4200~~ 500 candelas/m². On Level 2 between sunset and 7:00 p.m., all displays shall have a nighttime brightness of no greater than 130 candelas/m².

D. MM-62 (Light & Glare Artificial Light & Glare MM-11) of Condition 72

During the daytime hours, all displays (all levels except Level 4) will have a brightness less than 3500 candelas/m² per Title 24 2008 wattage restrictions. On Level 4, all displays during daytime hours will have a brightness less than 1600 candelas/m².

E. MM-65 (Light & Glare Artificial Light & Glare MM-14) of Condition 72

The Applicant or its successors shall submit a conceptual signage and lighting design plan to the Department of City Planning to establish lighting standards and guidelines. NOTE: THIS IS DEFERRED ANALYSIS AND CEQA DOES NOT PERMIT THIS.

F. Conditions 6n and 6o

n. City Planning Commission design consultation and approval shall be required if the tower generally located at Figueroa Street and Wilshire Boulevard is not at least 25% taller in height than the tower located generally located along 7th Street.

o. City Planning Commission design consultation and approval shall be required if the final percentages of ground level glazing, open air spaces, and translucent or transparent materials show a reduction of 5% or greater in relationship those approved under Exhibit A.

Rationale: Consultation does not give the City Planning Commission any authority to require changes. Future design changes are completely uncertain and the aesthetic impact of potential future changes is unknown. The City approval of future design changes in a public hearing, not mere consultation, is necessary to protect the public from adverse and unknown potential future design changes.

IV. Heliport

A. Condition 14 (Revised)

Heliport Design. The heliport shall be located on top of Building A, as shown in Exhibit A-Helistop Roof Plan, at a height of 1,090 feet above ground. The heliport is specifically prohibited from being placed at an elevation lower than 1,090 feet above grade (i.e., 1,368 feet AMSL). Should the Applicant or successor in interest request a lower height for the heliport, a new CUP with a City Planning Commission public hearing (no waiver of public hearing allowed) and subsequent environmental review shall be required. The heliport pad and sound barrier shall be architecturally integrated into the design of the building, and incorporated as a design element through architectural detailing, screening, and other features. ~~‡~~The heliport pad shall not be visible from public rights of way within a 500-foot radius of the site.

Rationale: The Design Flexibility Program would potentially allow the lowering in height of the Project's proposed buildings, including the proposed heliport, even though noise impacts relating to a substantially lower-in-height heliport were not analyzed in the EIR. Lowering the height of the

heliport would interrupt office work occurring in Brookfield's adjacent buildings and 1000 Wilshire Boulevard. Sufficient additional protection is needed to assure that the heliport does not become lower in height with noise impacts much worse than analyzed, especially on adjacent properties.

B. Condition 15 (Revised)

Heliport Noise Abatement. The Site operator shall implement the following procedures to reduce noise impacts:

a. A "Fly Neighborly" noise abatement technique to reduce noise exposure to the surrounding area, whereby pilots fly helicopters in an appropriate and safe manner using a steeper approach and departure profile when landing and departing from the roof in order to reduce any noise impacts on the ground and adjacent neighbors.

b. The primary flight path shall be designed to travel north or south above the Harbor Freeway, and shall avoid flying over residential, adjacent buildings, and/or other noise sensitive land uses.

c. The heliport shall be limited to no more than two flights (i.e., four flight operations) per day.

d. A sound barrier wall at the rooftop level of proposed building A along the perimeter of the helipad shall be constructed such that it attenuates a minimum of 30 dBA.

e. The Developer or successor in interest shall provide and maintain for the life of the heliport upper floor noise attenuation to the offices at 601 S. Figueroa Street and 725 S. Figueroa Street, including acoustically attenuating windows and additional rooftop and wall insulation, such that interior noise levels within these office buildings do not exceed 65 dBA SEL. Installation and maintenance of noise attenuation features shall occur with verified testing. Testing equipment shall be provided to the three closest and tallest office buildings nearest the heliport (1000 Wilshire, 601 S. Figueroa and 725 S. Figueroa) with testing results provided to the City of Los Angeles and the owners of each of these buildings prior to commencement of any heliport operations and every two years thereafter. All testing costs and equipment shall be paid for by the Applicant or its successors. There shall be no heliport operations if interior noise levels within these office buildings exceed 65 dBA SEL as a result of heliport operations.

f. The Developer or successor in interest shall provide and maintain for the life of the heliport upper floor noise attenuation to the offices at 1000 Wilshire, 601 S. Figueroa Street and 725 S. Figueroa Street, including acoustically attenuating windows and additional rooftop and wall insulation, such that interior noise levels within these office buildings be limited to a Noise Criteria (NC) 35. Testing equipment shall be provided to the three closest and tallest office buildings nearest the heliport (1000 Wilshire, 601 S. Figueroa and 725 S. Figueroa) with testing results provided to the City of Los Angeles and the owners of these buildings prior to commencement of any heliport operations and every two years thereafter. All testing costs and equipment shall be paid for by the Applicant or its successors. There shall be no

heliport operations if interior noise levels within these office buildings exceed NC 35 as a result of heliport operations.

g. Prior to the commencement of heliport operations, the manager of proposed Building A shall consult with and receive approval from the owner of 601 S. Figueroa Street and 725 S. Figueroa Street for helicopter flight times in order for the occupants of 601 S. Figueroa Street and 725 S. Figueroa Street to plan for and avoid interruptions of office activities to the fullest extent. Prior to any change in heliport operations affecting the schedule or number of flights, the manager of proposed Building A shall consult with and receive approval from the owner of 601 S. Figueroa Street and 725 S. Figueroa Street for these proposed changes.

h. If the City of Los Angeles or any other municipal/governmental agency establishes a commercial heliport for general commercial helicopter transportation uses on City or other municipal/governmental property within a three mile radius of the Wilshire Grand Project site prior to issuance of a certificate of occupancy for Building A, this heliport CUP shall be null and void.

Rationale: The proposed heliport operations and design will cause significant noise impacts on surrounding properties. According to the Draft EIR, the helicopter operations will cause noise levels at Brookfield's buildings to exceed 95 dBA, the same noise level as operating a gas lawn mower at only three feet away from the noise receptor. Measures and conditions are necessary to limit the adverse noise impacts associated with the heliport. A NC 35 standard is an accepted design goal considered for a quiet office. Similarly, a 55 dBA SEL interior noise level is the highest maximum noise level that would still allow Brookfield's buildings to stay within the City's Conditionally Acceptable noise standards for office buildings after taking into account the 22 dBA noise attenuation that the existing 601 S. Figueroa building materials provide to interior occupants.² These measures and conditions will reduce the unacceptable noise levels of the heliport. Further, if another heliport is established within three miles of the Project site, there is no need or justification to have this proposed additional heliport.

C. MM-32 (Revised) of Condition 72

Unless required for safety precautions, the Project's related helicopters shall use the recommended flight paths as shown in Figure IV.C-2 of the Draft EIR. Prior to the issuance of the first building permit, the Developer or successor in interest shall submit a detailed approach and departure path showing elevations of the approach and departure. The elevations in the approach and departure paths shall be designed so that the helicopter operations avoid undue noise impacts to the surrounding buildings while maintaining safe and stable flight of the helicopter.

² Brookfield has conducted noise measurements of 601 S. Figueroa Street and has determined that the existing building materials provide noise attenuation of 22 dBA for interior uses.

Rationale: Figure IV.C-2 of the Draft EIR does not demonstrate a detailed approach and departure path, nor does it include elevations. Submission of a detailed approach and departure path showing elevations is necessary to avoid undue noise impacts to the surrounding buildings while maintaining safe and stable flight of the helicopter.

V. Construction

A. CM-22 (New) of Condition 72

Prior to issuance of the first building permit, the Developer or successor in interest shall provide a construction staging plan for Phase 2. It shall prohibit encroachment into the Wilshire Boulevard right-of-way and other surrounding roadways.

Rationale: The EIR does not analyze any Phase 2 construction staging area and it should be located on-site. If not on-site, there will be new significant traffic and noise impacts that have not been analyzed.

B. CM-23 (New) of Condition 72

The Developer or successor in interest shall provide a sound barrier wall at ground level along the north and south perimeter of the construction site such that it attenuates to a minimum of 20 dBA.

Rationale: Project construction has been extended in duration as a result of Phasing. This will extend the significant noise impacts on surrounding uses. Additional noise attenuation is necessary to protect surrounding uses from the noise impacts of the Project.

C. CM-24 (New) of Condition 72

The upper floor construction of the two high-rise towers shall include temporary sound barrier walls along the north and south sides of the high-rise towers as they are constructed to attenuate construction noise impacts at the upper floor offices of at 601 S. Figueroa Street and 725 S. Figueroa Street.

Rationale: These upper floor sound barriers need to be designed such that they attenuate noise as a result of the construction of the Project.

D. CM-25 (New) of Condition 72

The construction contractor shall consult with Brookfield in order to coordinate noise intensive activities to avoid interruptions of office activities to the fullest extent feasible.

Rationale: Surrounding office uses are particularly sensitive to high noise levels. Consultation is necessary to avoid interruptions of office activities to the fullest extent feasible.

E. CM-26 (New) of Condition 72

Where health and safety are not compromised, additional temporary sound walls would be used in conjunction with noise intensive construction equipment that has limited mobility while in use (i.e. jackhammers, compressors, etc.).

Rationale: Additional noise attenuation is necessary to protect surrounding uses from the noise impacts of the Project.

F. CM-27 (New) of Condition 72

Haul trucks shall avoid Figueroa Street between 7th Street and Wilshire Boulevard and Wilshire Boulevard east of Francisco Street.

Rationale: This condition is necessary in order to reduce construction related noise and traffic impacts at the offices located at 601 and 725 S. Figueroa Street.

G. MM-97 (Revised) of Condition 72

Aesthetically pleasing, graffiti resistant Temporary-fencing shall be installed around the construction site. No chain link, cyclone fencing, barbed wire, razor wire, or concertina wire shall be permitted at any location on the Project site.

Rationale: Considering that the construction phase may last in excess of twenty years, there needs to be much more mitigation and aesthetic enhancements relating to “temporary” construction impacts.

H. Condition 11

Phasing Plan. If the project is constructed in phases, the detailed development plans required pursuant to Condition of Approval Number 2, shall reflect interim landscaping (attached as Exhibit C) and interim building elevations. Building façade materials and landscaping design that is in place temporarily or semi-permanently until the second phase of the project is constructed shall be comparable in quality to the remainder of the project and shall include integrated design elements so as to not look unfinished or incongruous, as determined to the satisfaction of the Director of Planning. Two towers are anticipated. Six months prior to the anticipated issuance of a Certificate of Occupancy for Phase 1, the Developer or the successor in interest shall submit a report for review and approval of the City Planning Commission on the economic feasibility of the Phase 2 presumptive office building. If the Phase 2 presumptive office building is not economically viable, construction of a first-class, at-grade, publicly accessible plaza shall be installed with copious landscaping and amenities in the Phase 2 area and shall commence prior to the issuance of a Phase 1 Certificate of Occupancy. If the Phase 2 presumptive office building is economically viable, then construction of it shall commence prior to the issuance of the Phase 1 Certificate of Occupancy. The commencement of construction for the Phase 2 plaza or Phase 2 presumptive office building must occur as a condition of the Phase 1 Certificate of Occupancy. ~~In the event the second tower is not in active plan check at the Department of Building and Safety two years~~

~~after the issuance of the Certificate of Occupancy for the first tower, the footprint area of the unbuilt second tower shall be brought up to grade and landscaped as a plaza area with public access. Such action shall be installed within 10 months of the two year period, to the satisfaction of the Director of Planning.~~ Note: the primary public plaza area at the corner of Figueroa Street and 7th Street is to be built in the first phase.

Rationale: The Phase 2 component is speculative and the City cannot allow potential blight to exist on a half finished construction site as a direct result of the approval of this Project. The modified condition would force the construction of either a plaza or a Phase 2 building promptly after Phase 1.

VI. Public Benefits Package

A. #14 Streetscape and Pedestrian Improvements

14. Streetscape and Pedestrian Improvements Developer will make phased, fixed-fee contributions to a streetscape and pedestrian improvements project along 7th Street and the Wilshire and 7th Street Harbor Freeway overcrossings. Developer and City will mutually agree upon timing and method for permitting, construction, and delivery of the improvements. These streetscape and pedestrian improvements for 7th Street and the Wilshire and 7th Street Harbor Freeway overcrossings shall be completed prior to the completion of Phase 1. New landscaping on the Wilshire and 7th Street Harbor Freeway overcrossings shall consist of flowers, plants and/or low hedges, and not consist of tall trees.

Rationale: Tall trees located on the overcrossings will block views of the new buildings, the new SUD and the signage of adjacent buildings.

B. #20 Transportation Benefits

(#7) Developer will provide a fixed-fee contribution to the City of Los Angeles Transportation Systems Management Program to enhance the traffic signal system performance in the Downtown area. Developer will install controllers at 15 intersections, CCTV cameras and the necessary infrastructure (including fiber optic and interconnect) at four intersections, and two new system loops among other improvements.

If the upgrades are implemented by Developer through a B Permit process, then improvements must be guaranteed prior to the issuance of any building permit and completed prior to the issuance of any certificate of occupancy in accordance with the project's traffic mitigation phasing plan.

Phase 1: ~~\$296,000~~ Phase 2 ~~\$629,000~~ \$925,000

Rationale: The City must require the traffic signal contributions prior to the completion of Phase 1 and not defer them to the completion of Phase 2. It is not clear why some benefits are delayed until Phase 2, such as all of the traffic signal contributions or Project Benefit 13b which requires \$6,000,000 of public art and programming enhancements for the plaza. All of the fees should be

paid prior to the completion of Phase 1. To the extent that the Design Flexibility Program remains part of the Project, the City has not tailored the public benefits, the mitigation measures or conditions of approval to the potential size of the Project as it may be developed in phases. Absent a more particularized program, all public benefits conditions and mitigation measures to the extent feasible, shall be implemented in Phase 1.

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EXHIBIT B
BROOKFIELD REDLINE OF PROPOSED SUD ORDINANCE

ORDINANCE NO. _____

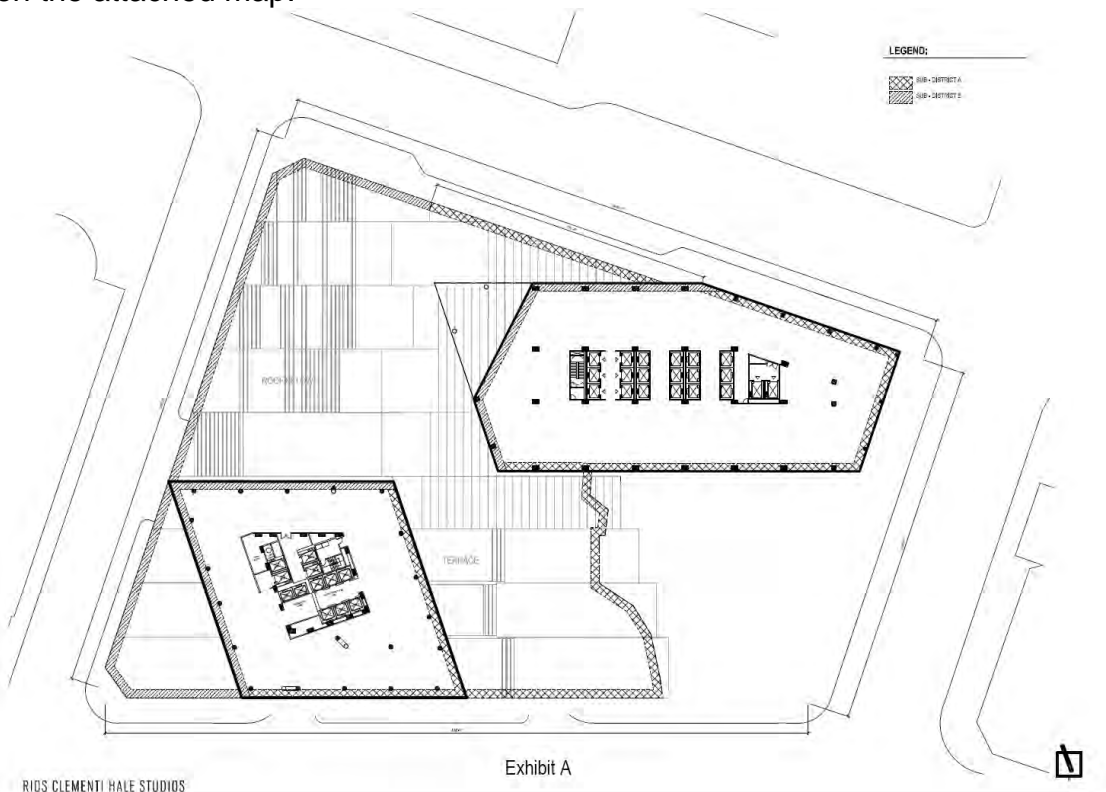
An Ordinance establishing the Figueroa and Seventh Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code (the "Code").

WHEREAS, signage is an important part of Downtown's architectural context, and contributes to the distinctive aesthetic of the city's skyline and sense of urban center. This ordinance is enacted to establish standards and guidelines to improve the aesthetic environment, decrease the appearance of clutter, and regulate signage as part of the development of the downtown area.

NOW, THEREFORE,

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

Section 1. **ESTABLISHMENT OF THE FIGUEROA AND SEVENTH SIGN DISTRICT.** The City Council hereby establishes the Figueroa and Seventh Sign District covering an area bounded by Wilshire Boulevard on the north, Francisco Street on the west, 7th Street to the south, and Figueroa Street to the east in the City of Los Angeles, as shown within heavy lines on the attached map.



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

- A. Support and enhance land uses and urban design objectives in the Central City Community Plans;
- ~~A.~~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;
- ~~A.~~C. Enable the regulation of all signs in order to:
 - 1. Ensure the quality of the Central City's appearance by avoiding clutter and requiring individual sign plan review process or a comprehensive sign plan review process in connection with a comprehensive sign package for a project within the District;
 - ~~1.~~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;
 - ~~1.~~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; and
 - ~~1.~~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.
- D. Minimize potential traffic hazards and protect public safety.

Sec. 3. **APPLICATION OF SUPPLEMENTAL USE DISTRICT REGULATIONS.**

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

B. Wherever this Ordinance contains provisions which 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 would be allowed pursuant to the provisions contained in the Code, this Ordinance shall prevail and supersede the applicable provisions of the Code and those relevant ordinances.

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. An Aerial View Sign shall not be visible from any adjacent public right-of-way.

ANIMATED SIGN: Any sign that contains images, parts or illumination which flash, change, move, stream, scroll, blink or otherwise are in motion. Animated Sign categories include Unrestricted Animation, Scroll Animation, Limited Animation I, Limited Animation II, Controlled Refresh I, Controlled Refresh II, Controlled Refresh III, and Light Color Animation.

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.

BUILDING I.D. SIGN: A sign that is limited to a company logo, name of building, business, or destination. No more than a total of three company logos, names, businesses, or destinations shall be placed on a Building I.D. Sign.

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.

CHANNEL LETTER SIGN: Multi-dimensional, individual cut letters, numbers or figures which are which are affixed to a building or structure.

CONTROLLED REFRESH I: Animation category restricted to a refresh rate, 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.

Sign image must remain static between refreshes.

CONTROLLED REFRESH II: Animation category restricted to a refresh rate, 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. Sign image must remain static between refreshes.

CONTROLLED REFRESH III: Animation category restricted to a refresh rate, 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, though 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, which is suspended from a horizontal architectural ledge or projection, or from the ceiling of an architectural recess.

INTEGRAL ELECTRONIC DISPLAY SIGN: A sign which:

1. Consists predominately of lower resolution Digital Display or Displays; and
- ~~4.2.~~ 2. Is attached directly to and made integral with architectural elements on the facade of a building; and
- ~~4.3.~~ 3. Has an open or lattice design in which individual pixels of a digital image are embedded into architectural components separated vertically or horizontally from one another, and are of a design which allows outward views from and within the supportive 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, that when viewed from a distance may be read as a unified image.

INTEGRAL LARGE-SCALE ARCHITECTURAL LIGHTING: Large-Scale Architectural Lighting which:

1. Is attached directly to and made integral with architectural elements on the

facade of a building; and

~~4.2.~~ 2. Has an open or lattice design in which individual pixels of a digital light source are embedded into architectural components separated vertically or horizontally from one another, and are of a design which 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: Animation Category restricted to changes in color in whole or in part without changing images or text unless otherwise permitted. Where permitted, such changes shall not be considered animation or a image refresh, and are exempt from other animation restrictions. Each color effect displayed on a sign may change by gradient transition between colors once every 30 minutes.

LIMITED ANIMATION I: Animation category restricted to one animated transition event with a maximum two minute duration, followed by a period of static imagery of a minimum of two minutes. The animated 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 animated transition period.

LIMITED ANIMATION II: Animation category restricted to one animated transition event with a maximum one hour duration, followed by a period of static imagery of a minimum of three hours. The animated 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 animated 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.

SCROLL ANIMATION: Animation category restricted to a constant, smooth, rolling motion across, up, or down the display area.

SCROLLING NEWS RIBBON: A type of Digital Display on which a message composed only of individual letters on a neutral field uses Scroll Animation to move text across, up, or down the display area.

SOLID PANEL ROOF SIGN: A type of Roof Sign consisting of one or more solid opaque panels that in the aggregate equal more than one-third of the overall area of the sign face.

STATIC: A sign category that does not flash, change, move, blink, or otherwise refresh or animate in whole or in part, remaining motionless at all times.

SUPERGRAPHIC SIGN: A sign, consisting of an image which is applied to and made integral with a wall, or projected onto a wall or printed on vinyl, mesh or other material, and which does not comply with the provisions of Section 91.6201 et seq. of the Code, relating to wall signs, mural signs, off-site signs and/or temporary signs.

TENANT I.D. SIGN: A sign that is limited to a company logo or the name of a business.

UNRESTRICTED ANIMATION: Animation category with no restrictions on movement, allowing for full motion display including flashing, streaming, scrolling, blinking, and other movement of images, text, and parts of a display.

VACANT PROPERTY: Any lot that does not contain an occupied building, structure or economic use.

WALL SIGN: Defined per LAMC.

WINDOW SIGN: Defined per LAMC

Sec. 5. **GENERAL REQUIREMENTS.**

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

B. **Prohibited Signs.** The following signs shall be prohibited:

1. Billboards
2. Can Signs
3. Captive Balloon Signs
4. Formed plastic faced box or injection molded plastic signs
5. Illuminated Architectural Canopy Signs
6. Internally-illuminated Awning Signs
7. Pole Signs
8. Rooftop Signs
9. Sandwich Board Signs
10. Signs for which a permit is required on Vacant Property
11. Signs covering window exteriors, Window Signs pursuant to Section 8 of this Ordinance. Integral Electronic Displays meeting the requirements of Section 8 shall not be deemed to cover windows.
12. Supergraphic Signs
13. Any sign not specifically authorized by this Ordinance or the Code

C. **Freestanding Signs.** Pillar signs shall not be permitted on any lot containing a Billboard or Pole Sign. There shall be no more than one Pillar Sign for every 150 feet of lot frontage.

D. **Permitted Off-Site Signage.** Notwithstanding the provisions of Section 14.4.4 of the Code to the contrary, off-site advertising is permitted within the Supplemental Use District on Integral Electronic Displays and Scrolling News Ribbons, [but not in Vertical Sign Zone 4](#).

E. **Maximum Permitted Combined Sign Area.** This Section supersedes any applicable subsections of Article 4.4 of the Code, as they pertain to maximum permitted sign area. The maximum permitted combined sign area on a lot for all signs, except as outlined below, is four square feet of signage for each foot of linear street frontage [of the lots within the Sign Use District](#). 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:

1. Signs in interior courtyards or interior plazas which are not visible from any public right-of-way
2. Temporary Signs
3. ~~Integral Electronic Displays in Vertical Height Zone 2, for which a signage reduction program was approved and implemented.~~

4. Scrolling News Ribbon Signs, for which a signage reduction program was approved and implemented.
5. Building I.D Signs, for which a signage reduction program was approved and implemented [subject to the limitations contained in Section 7.B.4.](#)
6. ~~Large Scale Architectural Lighting and Integral Large Scale Architectural Lighting in Vertical Sign Zones 2, 3, and 4.~~

F. **Interior Courtyards or Plazas.** Any sign in an interior courtyard or interior plaza of a non-historic building which is not visible 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.

G. **Fire Safety.** All new signs and sign support structures shall be made of noncombustible materials or plastics approved by both the Fire Department and the Department of Building and Safety. 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 the Department of Building and Safety for approval.

H. **Illumination.** All signs (except Temporary Signs) within the district may be illuminated. Signs may be illuminated by either internal or external means. Methods of signage illumination may include, but not be limited to: electric lamps, such as neon tubes; fiber optic, incandescent lamps; LED; LCD; cathode ray tubes exposed directly to view, shielded spot lights and wall wash fixtures. In addition to the provisions of Article 4.4 of the Code, 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.

1. The following illumination standards shall apply to all signage:
 - a. Signage shall not use highly reflective materials such as mirrored glass.
 - b. A signage illumination plan for a project shall be required prior to issuance of any sign permit. The signage illumination plan shall be prepared by a lighting design expert and shall include specifications for the proposed lighting displays, establish maximum luminance levels for the displays in conformance with this ordinance. The illumination plan shall include the review and monitoring of the installation and testing of the displays in order to ensure compliance with required lighting regulations.
 - c. Prior to operation of any sign requiring Project Permit Compliance pursuant to Section 6 C, the applicant shall conduct the following testing at its expense to indicate compliance with the regulations of this ordinance. The results of the testing shall be provided to the Department of City Planning, ~~and~~ the Department of Building and Safety, [and the ownership of the following](#)

adjacent buildings: 1000 Wilshire, 601 S. Figueroa Street and 725 S. Figueroa Street. The first compliance testing shall be conducted immediately prior to initial signage operation, and a follow-up compliance test shall be performed 12 months after signs have become operational. Sign testing shall be conducted as follows:

- (1) 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 facades of the Project, in addition to testing from a location within 1000 Wilshire, 601 S. Figueroa Street and 725 S. Figueroa Street, subject to the consent of each of these three building owners, the consent of which shall not be unreasonably withheld.
- ~~(4)~~(2) A light meter mounted to a tripod at eye level, facing the Project buildings, shall be calibrated and measurements should be taken to determine ambient light levels with the sign on.
- ~~(4)~~(3) An opaque object shall be used to block out the view of the sign from the light meter, at a distance of at least four (4) feet away from the tripod and blocking the light meter's view of the building. A reading shall then be taken to determine the ambient light levels with the sign off.
- ~~(4)~~(4) The difference between the two would be the amount of light the sign casts onto the sensitive receptor.
- ~~(4)~~(5) An alternative method to measure light levels would be to use the same tripod and same light meter, but to turn on and off the signage. This method takes more coordination, but is more accurate.
- ~~(4)~~(6) Additionally, the illumination and intensity levels of all Digital Displays, Integral Electronic Displays, Large-Scale Architectural Lighting and Integral Large Scale Architectural Lighting shall be metered from multiple perspectives using the Candela as unit of measurement, and shall indicate conformance with the standards of this ordinance.

d. In addition, if at any time LADBS or the ownership of the following adjacent buildings: 1000 Wilshire, 601 S. Figueroa Street or 725 S. Figueroa Street has good cause to believe the Project's signage lighting is not in compliance with the Code, regulations, or mitigation measures, LADBS or any of the three aforementioned building owners, may request that the protocol be implemented to determine compliance, at the expense of the Applicant or its successor. If the testing determines that the signage is not in compliance with the Code, regulations, or mitigation measures, the Applicant or its successor

shall adjust the signage to bring it into compliance immediately.

e. The proposed displays (all levels) shall have a wattage draw not to exceed 12 watts per square foot to meet Title 24 2008 requirements.

f. The proposed displays (all levels) 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.

g. The proposed displays (all levels) shall have a maximum total lumen output of no more than 20 lumens per square foot.

h. See Exhibit A and B and Table 1 for additional Sub-District and/or Vertical Sign Zone-specific illumination regulations and Section 8 for sign type-specific illumination regulations.

i. All light emitting diodes used within an Integral Electronic Display shall have a horizontal beam spread of maximum 165 degrees wide and 65 degrees vertically. With the exception of displays located in Vertical Sign Zone 4 displays, all light emitting diodes shall be oriented downwards to the street.

j. The Applicant shall submit a conceptual signage and lighting design plan to the Department of City Planning to establish lighting standards and guidelines in conformance with this section.

2. The following additional illumination standards shall apply to all Digital Displays (including Integral Electronic Displays, ~~Integral Large Scale Architectural Lighting, and Large Scale Architectural Lighting~~, and all sign types comprised of Digital Displays):

a. All Digital Displays in Vertical Sign Zone 1 shall have a nighttime brightness of no greater than ~~4,200~~500 candelas per square meter. During the daytime hours, all displays shall have a brightness less than 3,500 candelas per square meter. The proposed displays shall transition smoothly at a consistent rate of speed from the permitted daytime brightness to the permitted nighttime brightness levels, beginning at 45 minutes prior to sunset and concluding the transition to nighttime brightness 45 minutes after sunset. Where applicable, they shall also transition smoothly at a consistent rate of speed from the permitted nighttime brightness to the permitted daytime brightness 45 minutes after sunrise.

b. All Digital Displays in Vertical Sign Zone 2 shall have a nighttime brightness of no greater than ~~500~~~~4,200~~ candelas per square meter, except that from sunset to 7:00 p.m. (only when the sunset is before 7:00 p.m.), all Digital Displays in Vertical Sign Zone 2 shall have a brightness of no greater than 60 candelas per square meter. During the daytime hours, all displays shall have a brightness less than 3,500 candelas per square meter. When the sunset is before 7:00 p.m., ~~t~~he proposed displays shall transition smoothly at a

consistent rate of speed from the permitted daytime brightness to the permitted ~~nighttime-sunset to 7:00 p.m.~~ brightness levels, beginning at 45 minutes prior to sunset and concluding the transition to ~~sunset to 7:00 p.m. nighttime~~ brightness ~~45 minutes after~~at sunset. When the sunset occurs before 7:00 p.m., after 7:00 p.m., the proposed displays shall transition smoothly at a consistent rate of speed from the sunset to 7:00 p.m. brightness level, concluding the transition at 45 minutes after 7:00 p.m. When the sunset occurs after 7:00 p.m., the proposed displays shall transition smoothly at a consistent rate of speed from the permitted daytime brightness to the permitted nighttime brightness levels, beginning at 45 minutes prior to sunset and concluding the transition to nighttime brightness 45 minutes after sunset. Where applicable, they shall also transition smoothly at a consistent rate of speed from the permitted nighttime brightness to the permitted daytime brightness 45 minutes after sunrise.

c. ~~All Digital Displays (Only Integral Large Scale Architectural Lighting and Large Scale Architectural Lighting are permitted) in Vertical Sign Zone 3 shall have a maximum nighttime brightness of no greater than 130 candelas per square meter. All displays shall have a daytime brightness of less than 3,500 candelas per square meter. The proposed displays shall transition smoothly at a consistent rate of speed from the permitted daytime brightness to the permitted nighttime brightness levels, beginning at 45 minutes prior to sunset and concluding the transition to nighttime brightness 45 minutes after sunset. Where applicable, they shall also transition smoothly at a consistent rate of speed from the permitted nighttime brightness to the permitted daytime brightness 45 minutes after sunrise. [none permitted]~~

d. All Digital Displays in Vertical Sign Zone 4 shall have a maximum nighttime brightness of no greater than ~~130~~60 candelas per square meter. All displays shall have a daytime brightness of less than ~~3,500~~1,600 candelas per square meter. The proposed displays shall transition smoothly at a consistent rate of speed from the permitted daytime brightness to the permitted nighttime brightness levels, beginning at 45 minutes prior to sunset and concluding the transition to nighttime brightness 45 minutes after sunset. Where applicable, they shall also transition smoothly at a consistent rate of speed from the permitted nighttime brightness to the permitted daytime brightness 45 minutes after sunrise. Note: Architectural light features, uplighting, light washes, crown lighting, and other lighting treatments not functioning as sign area shall be exempt from these requirements and shall meet LAMC code.

I. **Animation.** Unless otherwise specified in this ordinance, all signs shall be Static. Animation categories permitted for specific types of signage and/or locations shall be as outlined in Table 1. An applicant shall submit an animation transition plan outlining compliance with the regulations as part of Project Permit Compliance Review.

1. Light Color Animation, where permitted, shall be restricted to changes in sign color in whole or in part without changing images or text unless otherwise permitted by another animation category. Where permitted, such light color changes shall not be

considered animation or a image refresh. Each color effect displayed on a sign may change by gradient transition between two unique colors once every 30 minutes. Such color changes may include gentle changes in background hues in a slow, drawn-out, and consistent manner with a constant intensity. At no time shall Light Color Animation flash, blink, scroll, move, or stream.

2. Limited Animation I and II, where permitted, shall remain static between animation events and be regulated as defined below:

(a) Limited Animation I shall be restricted to one animated transition event with a maximum two minute duration, followed by a period of static imagery of a minimum of two minutes. The animated transition event shall occur smoothly between images with effects including but not limited an irregular pixilated pattern cascade with non-adjoining pixels incrementally changing over the animated transition period from a single starting color arrangement to a single ending color arrangement. At no time shall the transition effect flash, blink, or scroll.

(b) Limited Animation II shall be restricted to one animated transition event with a maximum one hour duration, followed by a period of static imagery of a minimum of three hours. The animated transition event shall occur smoothly between images with effects including but not limited an irregular pixilated pattern cascade with non-adjoining pixels incrementally changing over the animated transition period from a single starting color arrangement to a single ending color arrangement. At no time shall the transition effect flash, blink, or scroll.

3. Controlled Refresh Animation I, II, and III, where permitted, shall be regulated as follows:

(a) Controlled Refresh Animation I shall be restricted to a refresh rate, 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. Sign image must remain static between refreshes.

(b) Controlled Refresh Animation II shall be restricted to a refresh rate, 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. Sign image must remain static between refreshes.

(c) Controlled Refresh Animation III shall be restricted to a refresh rate, 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.

J. **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 containing Digital Displays and Integral Electronic Displays shall be subject to review under the process established by Section 6 of this Ordinance. As part of this process, the Planning Director shall consult with the General Manager of the Department of Transportation on the design and operational elements of any Digital Display. All applicable signs shall continue to be subject to Caltrans approval.

K. **Freeway Exposure.** Notwithstanding Section 14.4.6 of the Code to the contrary, 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 News Ribbons, located with Sign Sub-District B shall not exceed 900 square feet.

L. **Sign Hours of Operation.** Digital Displays, Integral Electronic Displays, and all Animated signs of all types shall be limited in their hours of operation as described in Table 1.

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

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

1. The building and ground area around signs shall be properly maintained at all times. All unused mounting structures, hardware, and wall perforation from any previous sign shall be removed and building surfaces shall be restored to their original condition or repaired/resurfaced with materials and colors that are compatible with the facades if the original condition was an area on which a sign was originally mounted.
2. All signage copy shall be properly maintained and kept free from damaged sign material and other unsightly conditions, including graffiti.
3. Any sign structure shall be at all times kept in good repair and maintained in a safe and sound condition and in conformance with all applicable codes.
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 facades originally covered by the signs shall be repaired/resurfaced with materials and colors that are compatible with the facades.

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

O. **Conceptual Signage Plan.** The Director shall refer to the Conceptual Signage Plan, dated December 16, 2010, and located in the City file, to provide guidance in approving permitted signage within the district as it relates to Exhibits A and B and Table 1. The Conceptual Signage Plan may be modified and updated, in accordance with this ordinance and as approved by the Director.

Sec 6. **SUPPLEMENTAL USE DISTRICT COMPLIANCE REQUIREMENTS.**

A. **Prohibition.** 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 the requirements of this Ordinance, as determined by the Director, and relevant requirements of the Code. Unless otherwise specified in this Ordinance to the contrary, all signs shall comply with the provisions of Article 4.4 of Chapter 1 and Article 7 of Chapter 5 of the Code.

B. **Planning Department Sign Off Required.** A permit may be issued by LADBS for the following signs with only a Planning Department sign off on the permit application:

1. Aerial View Sign
2. Architectural Ledge Sign
3. Awning Sign
4. Hanging Sign
5. Information Sign
6. Monument Sign
7. Pedestrian Sign
8. Temporary Sign
9. Tenant I.D. Sign which measures 75 square feet in area or less
10. Wall Sign which measures 75 square feet in area or less

11. Window Sign

C. **Project Permit Compliance Required.** No permit shall be issued by LADBS for the following types of signs unless the Director has issued a Project Permit Compliance approval pursuant to the procedures set forth in Section 11.5.7 of the Code:

1. Any Animated Sign
2. Building I.D. Sign
3. Digital Display
4. Integral Electronic Display
5. Pillar Sign
6. Projecting Sign
7. Projected Image Sign
8. Scrolling News Ribbon
9. Signs exceeding the Maximum Permitted Combined Sign Area for a lot which seek approval via a sign reduction program.
10. Tenant I.D. Sign larger than 75 square feet in area.
11. Wall Signs larger than 75 square feet in area

D. **Additional project features requiring Project Permit Compliance.** No permit shall be issued by LADBS for the following types of architectural features 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. Integral Large-Scale Architectural Lighting
2. Large-Scale Architectural Lighting

E. **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 CRA must also be approved by the Cultural Heritage Commission pursuant to Article 22.171 of the LAAC.

F. **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 photos of all existing signage and architectural renderings of proposed signage, as well as a scaled plot plan showing the locations of all existing and proposed signage. The application shall identify the

animation type, brightness and illumination standards, hours of operation, and lighting methods for the proposed sign(s), and any other information reasonably requested by the Director. The application shall also identify the Sign Sub-District and the Vertical Sign Zone location and indicate conformance with the requirements specified for that location.

1. **Proof of Compliance.** A sign applicant shall provide copies of permits for all existing signage which 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 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. In addition to the requirements above, all sign permits shall be reviewed and approved by the Los Angeles Fire Department (LAFD), as part of the LADBS building permit review process.

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

1. All proposed signage complies with the applicable regulations found in Sections 5 and 7 of this Ordinance.

2. That the project incorporates mitigation~~s~~ 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.

H. **Request for Exceptions from Regulations.** The Area Planning Commission shall have initial decision-making authority for granting exceptions from the provisions of this Ordinance. An applicant who is 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.

I. **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.

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

K. **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 SIGN SUB-DISTRICTS AND VERTICAL SIGN ZONES.**

A. **Sign Sub-Districts.** For sign regulation purposes, the Financial Core Sign District, Wilshire Grand Subarea is divided sub-districts as shown on Exhibit A and B. The purpose of the sign sub-districts is to address the relationship between sign intensity and the uses surrounding each area of the 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 7th Street.
2. **District A.** This district generally encompasses those areas facing Figueroa Street, Wilshire Boulevard, 7th Street, and the intersections of Figueroa Street and Wilshire Boulevard, with the exception of the plaza area near the intersection of Figueroa Street and 7th 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 7th Street.

B. **Vertical Sign Zones.** For sign regulation purposes, the District area is divided

into four Vertical Sign Zones, as shown on Exhibit A and B. 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. Signs within each Vertical Sign Zone shall comply with the appropriate regulations, including those in Table 1. 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 extend above the level of the podium roof line as determined by the Director. Therefore 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. No signs are permitted in Level 3. Large-Scale Architectural Lighting and Integral Large-Scale Architectural Lighting is not permitted in Level 3.
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. Only Building I.D. signs are permitted within this Vertical Sign Zone. Large-Scale Architectural Lighting and Integral Large-Scale Architectural Lighting are permitted in Level 4. There shall be no modification to the maximum permitted combined sign area in Level 4 below the height of 634 feet above grade along the east and south facades of any building. There shall be no modification to the maximum permitted combined sign area in Level 4 below the height of 817 feet above grade to the west and north façade of any building.

C. Standards by Sign Sub-District and Vertical Sign Zone.

1. Regulations regarding permitted signs, animation, hours of operation, maximum coverage, brightness, and animation in relation to each Vertical Sign Zone and Sign Sub-District are provided in Table 1.
2. All permitted signs shall be classified as either Animated or Static as defined in this Ordinance and set forth in Table 1. Permitted animated Signs shall be further restricted as identified in Table 1, such as limited to Controlled Refresh or Limited Animation.
3. No signs shall be permitted in Vertical Sign Zone 3 in any Sign Sub-District. Large-Scale Architectural Lighting and Integral Large-Scale Architectural Lighting shall not be permitted in Vertical Zone 3.
4. Only Building I.D. signs are permitted in Vertical Sign Zone 4, no other

types of signage are permitted. Building I.D. signs may be Digital Displays or Integral Electronic Displays. Large-Scale Architectural Lighting and Integral Large-Scale Architectural Lighting shall be permitted in Vertical Zone 4.

Sec. 8. **STANDARDS FOR SPECIFIC TYPES OF SIGNS.**

A. Architectural Ledge Sign

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 which is constructed for the purpose of supporting an Architectural Ledge Sign may not exceed 15 feet in length as measured horizontally.

c. **Suspension.** Supports which 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.

B. **Awning Signs.** Unless otherwise specified in this Ordinance, an Awning Sign shall comply with Section 14.4.19 of the Code.

C. **Building I.D. Signs.**

1. **General.** Building I.D. Signs shall be limited to a company logo, name of building, business, or destination. No more than a total of three company logos, names, businesses, or destinations shall be placed on a Building I.D. Sign. Building I.D. Signs may be Digital Displays or Integral Digital Displays, Wall Signs, or other type of installation as allowed by this ordinance. Any signage that includes corporate sponsors as part of the building's permanent identification shall be designed so as to present internally consistent and internally proportionate sign copy. Signs that include corporate sponsors 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.
2. **Location.**
 - a. Building I.D. Signs shall be permitted in Vertical Sign Zones 1, 2, and 4.
 - b. Building I.D. Signs are permitted to break the plane of the roof. Any portion of a Building I.D. Sign above the plane of the roof shall consist of free-standing letters or characters which are not applied or attached to any background structure, building, or material, except as necessary for support.
 - c. The maximum number of Building I.D. signs per structure shall be determined so that only a single sign face may be seen from a single vantage point, as determined by the Director of Planning.
3. **Area.** A Building I.D. Sign shall be limited per LAMC standards. Building I.D. Signs as Digital Displays in Vertical Sign Zone 4 may also have Large-Scale Architectural Lighting or Integral Large-Scale Architectural Lighting which shall ~~not~~ count as sign area. If the Director determines that 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.
4. **Animation and Illumination.** Building I.D. Signs shall conform to the animation and illumination standards of Section 5 H and Table 1.

D. **Digital Displays.** Notwithstanding the provisions of Section 14.4 of the Code to the contrary, a Digital Display shall only be permitted as a Wall Sign, Scrolling News Ribbon, or Building I.D. Sign, and only if it complies with the following regulations:

1. **Location.**
 - a. Digital Displays shall be limited to: Sign Sub-District A-1, Vertical Sign Zone 1, 2 and 4; Sign Sub-District A, Vertical Sign Zone 2 and 4; and, Sign

Sub District B, Vertical Sign Zone 4. Digital Displays in Vertical Sign Zone 4 are limited to Building I.D. Signs. The following exceptions are permitted:

(1) Three Scrolling News Ribbon signs, as Digital Displays, not to exceed 10 feet in vertical dimension, are permitted to be located in either Vertical Sign Zone 1 or 2 or a combination of both. A maximum of two Scrolling News Ribbon signs shall be located in Sub-District B, with one each located approximately at the corners of Wilshire Blvd and Francisco Street, and at 7th Street and Francisco Street. A maximum of one Scrolling News Ribbon sign shall be located in Sub-District A or A1.

(2) Tenant I.D. signs, as Digital Displays, are permitted in Sign Sub-District A, Vertical Sign Zone 1.

b. A Wall Sign or Tenant I.D. sign consisting of a Digital Display shall be located in Sign Sub-District A-1, Vertical Sign Zone 1 only.

2. **Area.** A Digital Display that is installed as a Wall Sign shall not exceed 300 square feet in area. A Digital Display that is installed as a Scrolling News Ribbon and is located in Sub-District B shall not exceed 450 square feet in area. The total area of digital displays located in Sub-District B, Vertical Sign Zones 1 and 2 shall not exceed 900 square feet in area.

3. **Animation and Illumination.** Digital Displays shall conform to the animation and illumination standards of Section 5 H and Table 1.

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

1. **General.** Integral Electronic Displays shall be of lower resolution, and 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.

2. **Location.**

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

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

(2) Visibility from the interior of each window covered by such integral electronic display sign is maintained to the building's design standards; and

(3) The Integral Electronic Display 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 serves to maintain lower resolution imagery and allow both outward and inward views of the building's windows, doors, vents, or openings.

b. Integral Electronic Display Signs shall be limited to Vertical Sign Zones 2 and 4, and shall conform to the standards of Table 1.

c. Integral Electronic Display Signs shall be prohibited in Sub-District B, except as a Building I.D. sign in Vertical Sign Zone 4.

d. A maximum of one Integral Electronic Display Sign shall be permitted along the 7th Street frontage in Sub-District A.

e. A maximum of one Integral Electronic Display Sign shall be permitted along the Wilshire Boulevard frontage in Sub-District A.

f. A maximum of one Integral Electronic Display Sign shall be located at the corner of Wilshire Boulevard and Figueroa Street in Sub-District A.

3. **Area.** An Integral Electronic Display shall be a minimum of 1200 square feet in size. Integral Electronic Displays in Vertical Sign Zone 2 are not eligible to exceed the Maximum Permitted Combined Sign Area when approved as part of the Sign Reduction Program pursuant to Section 9 of this Ordinance.

a. An Integral Electronic Display Sign located along the 7th Street frontage in Sub-District A shall not exceed 3000 square feet, and shall not exceed an average vertical dimension of 20 feet.

b. An Integral Electronic Display Sign located along 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.

c. An Integral Electronic Display Sign located at the corner of Wilshire Boulevard and Figueroa Street in Sub-District A shall not exceed 1200 square feet.

4. **Animation and Illumination.** Integral Electronic Displays shall conform to the animation and illumination standards of Section 5 H and Table 1.

F. 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 Electronic Displays shall be of lower resolution, and are encouraged to incorporate larger scale elements of diffuse imagery, 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 6 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; and

(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 serves to maintain lower resolution lighting and allow both outward and inward views of the building's windows, doors, vents, or 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 or 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 not be subject to the minimum free and clear space requirement of 12 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 Table 1.

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. As determined by the Director, 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.

4. **Animation and Illumination.** Integral Large-Scale Architectural Lighting shall conform to the animation and illumination standards of Section 5 H and Table 1.

G. **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, which are 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 3 feet from the building face where the sign is located.

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

I. **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 6 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 Table 1.

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. As determined by the Director, 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.

4. **Animation and Illumination.** Large-Scale Architectural Lighting shall conform to the animation and illumination standards of Section 5 H and Table 1.

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

K. **Pedestrian Signs.**

1. **General.**

a. No text message or logos 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.

3. **Dimensions.**

a. **Width.** No portion of a Pedestrian Sign that is parallel to the face of the building shall exceed 2 feet in width.

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

4. **Individual Sign Area.** The sign area for a Pedestrian Sign shall not exceed 6 square feet for each sign face.

5. **Projection From The Building Face.** Notwithstanding the provisions of Section 14.4.9 of the Code to the contrary, a Pedestrian Sign may project up to 3 feet from the face of the building.

L. **Pillar Signs.** Notwithstanding the provisions of Section 14.4.8 and Section 14.4.12 of the Code to the contrary, 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 10 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.

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 3 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 5 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.

M. **Projected Signs.**

1. **Location.** Projected Sign 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.

3. **Animation and Illumination.** Projected Signs shall conform to the animation and illumination standards of Section 5 H and Table 1.

N. **Projecting Signs.** Notwithstanding the provisions of Sections 14.4.9 of the Code to the contrary, 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 logos 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, Tenant I.D. Sign, Wall Sign or Window Sign.
- c. A new Projecting Sign shall be located at least 1 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 6 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 2 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.

6. **Animation, Illumination, and Hours of Operation.** Projected Signs shall be static and shall conform to the illumination standards of Section 5 H and Table 1.

O. **Scrolling News Ribbon Signs.**

- 1. **General.** A Scrolling News Ribbon Sign may be a Digital Display.
- 2. **Location.**
 - a. A maximum of three Scrolling News Ribbon Signs are permitted to be located either in Vertical Sign Zone 1 or 2 or a combination of both.

- b. A maximum of two Scrolling News Ribbon Signs 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 7th Street and Francisco Street.
- c. A maximum of one Scrolling News Ribbon Signs 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 News Ribbon Sign shall not cover the exterior of windows, doors, vents, or other openings that serve occupants of buildings.
- e. The uppermost portion of a Scrolling News Ribbon Sign shall be a maximum of 50 feet above the natural or finished grade as measured vertically

3. **Area.** A Scrolling News Ribbon Sign shall not to exceed 10 feet in vertical dimension. The maximum size of a Scrolling News Ribbon Sign located in Sub-District B shall not exceed 450 square feet in area. .

4. **Animation, Illumination, and Hours of Operation.** Scrolling News Ribbon Signs shall be permitted to have Scroll Animation, with the exception of any Scrolling News Ribbon Sign located in Sub-District B which shall be limited to Control Refresh I Animation. Scrolling News Ribbon Signs shall otherwise conform to the illumination standards of Section 5 H and Table 1.

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

Q **Tenant I.D. Signs.**

1. **General.** A Tenant I.D. Sign shall be limited to a company logo or the name of a business.

2. **Location.**

a. No portion of any Tenant I.D. Sign shall be located above the second story of the building on which it is placed or higher than 50 feet above grade as measured vertically, whichever is lower.

b. A Tenant I.D. Sign shall not cover the exterior of windows, doors, vents, or other openings that serve occupants of buildings.

3. **Area.** A single Tenant I.D. Sign shall not exceed 300 square feet in area.

R. **Wall Signs.**

1. **Location.**

a. Notwithstanding the provisions of Section 14.4.10 of the Code to the contrary, 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.

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

2. **Area.** A single Wall Sign shall not exceed 300 square feet in area.

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

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 number of such signs is not limited by this regulation, but the aggregate area shall be included as part of aggregate sign area, as limited elsewhere in this Ordinance.

Sec 9. **MAXIMUM PERMITTED COMBINED SIGN AREA BONUS AND SIGN REDUCTION PROGRAMS.** An applicant may obtain a modification to the maximum permitted combined sign area [in only Vertical Zone 4 for Building I.D. Signs, Vertical Zones 1 and 2 for Scrolling News Ribbon Signs, and Vertical Zone 4 for Integral Large-Scale Architectural Lighting and Large-Scale Architectural Lighting](#) by submitting a sign reduction program identifying the removal of prohibited sign types as required. The application shall be submitted to the Director for approval pursuant to Section 11.5.7 of the Code. Maximum permitted combined sign area may be modified by removing specified types of legally permitted nonconforming signage. The sign area of a legally permitted nonconforming sign may be applied towards the following sign types: Building I.D. Sign, ~~Integral Electronic Display Sign,~~ ~~Scrolling News Ribbon~~. The sign area of a legally permitted nonconforming sign which may be applied towards a sign area bonus does not include the support structure of the sign. The following types of modifications of maximum permitted combined sign area are available:

A. **Removal of legally permitted signage which is prohibited by this Ordinance.** One hundred percent of the sign area of any legally permitted sign which is prohibited by Section 5 B of this Ordinance may be applied as a bonus to the maximum permitted combined sign area upon removal and final inspection and approval of the removal of the prohibited sign. Such legally permitted signs which are prohibited by Section 5 B of this Ordinance shall be located within the Supplemental Use District.

Rights to the sign area bonus may be used on the property where the sign was removed, traded or sold for use by a different property owner within the Supplemental Use District, or divided between several property owners within the Supplemental Use District. Eligibility for a sign area bonus and the transfer of a sign area bonus expires three years after the removal of the signs. Procedures for the transfer of a sign area bonus are set forth in Subsection D of this section.

B. **Removal of legally permitted billboards.** ~~Two~~One hundred percent of the sign area of a removed legally permitted billboard located in the Central City, Westlake, and South Los Angeles Community Plans shall be applied as a bonus to the maximum permitted combined sign area for Building I.D. Signs, and Scrolling News Ribbon Signs. Billboard removal credited towards an Integral Electronic Display shall generate ~~three~~one hundred percent of sign area removed as a bonus. Rights to this sign area bonus may be used on the property where the sign was restored, traded for use by a different property owner within the Supplemental Use District, or divided between several property owners within the Supplemental Use District.

Sec. 10. **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 ~~Hollywood~~Figueroa and Seventh Signage Supplemental Use Ordinance are declared to be severable.

Sec. ~~4011~~. **CERTIFICATION OF PASSAGE.** 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 majority 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 _____
Deputy City Attorney

Date _____

File No(s). _____

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

December _____, 2010

See attached report.

Michael LoGrande
Director of Planning

[Exhibit C: Brookfield Redline](#)
Table 1
 Sub-District A-1 Sign Regulations

Vertical Sign Zone	Permitted Signs	Animation and/or Refresh	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	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 News Ribbon Sign as permitted by Sign District.	Scroll Animation	Dawn to 2:00 am	Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District. Scrolling News Ribbon Sign eligible for sign area bonus as part of sign reduction program. Scrolling News Ribbon Sign not to exceed a maximum vertical dimension of 10 feet.

Table 1
Sub-District A-1 Sign Regulations

Vertical Sign Zone	Permitted Signs	Animation and/or Refresh	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, Building I.D. Signs, Integral Electronic Display Signs. Integral Large-Scale Architectural Lighting, Architectural Lighting permitted.</p>	<p>Limited Animation I Controlled Refresh I and II with Light Color Animation.</p>	<p>Dawn to 2:00 a.m. for Animated Signs No restrictions for Static signs</p>	<p>Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District. Integral Electronic Display Signs, Building I.D. Signs, Scrolling News Ribbon Sign eligible for sign area bonus as part of sign reduction program. Signs may not exceed 40% of the combined facade area.</p>
	<p>Maximum of One Scrolling News Ribbon Sign as permitted by Sign District.</p>	<p>Scroll Animation</p>		

Table 1
Sub-District A-1 Sign Regulations

Vertical Sign Zone	Permitted Signs	Animation and/or Refresh	Hours of Operation	Maximum Coverage and Size
<p style="text-align: center;">Level 3</p> <p>From 150 feet in height, or the top of the building podium roof line, to Level 4</p>	<p>None.</p>	<p>None permitted.</p>	<p>None.</p>	<p>No signs, no large scale architectural lighting, no integral large scale architectural lighting.</p>

Table 1
Sub-District A-1 Sign Regulations

Vertical Sign Zone	Permitted Signs	Animation and/or Refresh	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>Building I.D. Signs only (may be comprised of Digital Displays, Integral Electronic Displays).</p>	<ul style="list-style-type: none"> • Limited Animation I • Controlled Refresh II • Light Color Animation 	<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>Building I.D. Sign, Integrated Architectural Lighting and Large Scale Architectural Lighting eligible for sign area bonus as part of sign reduction program, <u>only if 634 feet above grade for east and south building facades, 817 feet above grade for west and north building facades (NOTE: there should be no west or north building facades in Subdistrict A-1).</u></p> <p>Signs and Integral Large Scale Architectural Lighting may not exceed 80% of the combined facade area.</p>
	<p>Integral Large-Scale Architectural Lighting and Large-Scale Architectural Lighting.</p>	<ul style="list-style-type: none"> • Limited Animation I • Controlled Refresh II Light Color Animation 	<p>No restrictions, however all signs must remain Static between 2:00 am and dawn.</p>	<p><u>Not</u> exempt from Sign Area. No text, no logos.</p> <p>Signs, and Integral Large Scale Architectural Lighting, <u>and Large-Scale Architectural Lighting</u> may not exceed 80% of the combined facade area.</p>

[Exhibit D: Brookfield Redline](#)

Table 1

Sub-District A Sign Regulations

Vertical Sign Zone	Permitted Signs	Animation and/or Refresh	Hours of Operation	Maximum Coverage and Size
<p align="center">Level 1 0 to 35 feet in height</p>	<p>Signs currently permitted by Code, as further regulated by Sign District. No Integral Electronic Display Signs, no Digital Display Signs, except as Tenant I.D. signs and except as outlined below.</p>	<p>Static Only Tenant I.D. signs may be animated, limited to Control 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 News Ribbon Sign as permitted by Sign District.</p>	<p>Scroll Animation</p>	<p>Dawn to 2:00 am</p>	<p>Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District. Scrolling News Ribbon Sign eligible for sign area bonus as part of sign reduction program. Scrolling News Ribbon Sign not to exceed a maximum vertical dimension of 10 feet.</p>

Table 1
Sub-District A Sign Regulations

Vertical Sign Zone	Permitted Signs	Animation and/or Refresh	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, Building I.D. Signs, Integral Electronic Display Signs. Integral Large-Scale Architectural Lighting, Architectural Lighting permitted.</p>	<p>Controlled Refresh I and II with Light Color Animation.</p>	<p>Dawn to 2:00 a.m. for Animated Signs No restrictions for Static signs</p>	<p>Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District. Integral Electronic Display Signs, Building I.D. Signs, Scrolling News Ribbon Sign eligible for sign area bonus as part of sign reduction program. Signs may not exceed 15% of the combined facade area.</p>
	<p>Maximum of One Scrolling News Ribbon Sign as permitted by Sign District.</p>	<p>Scroll Animation</p>		

Table 1
Sub-District A Sign Regulations

Vertical Sign Zone	Permitted Signs	Animation and/or Refresh	Hours of Operation	Maximum Coverage and Size
<p style="text-align: center;">Level 3</p> <p>From 150 feet in height, or the top of the building podium roof line, to Level 4</p>	<p>None.</p>	<p>None.</p>	<p>None</p>	<p>No signs, no large scale architectural lighting, no integral large scale architectural lighting.</p>

Table 1
Sub-District A Sign Regulations

Vertical Sign Zone	Permitted Signs	Animation and/or Refresh	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>Building I.D. Signs only (may be comprised of Digital Displays, Integral Electronic Displays).</p>	<ul style="list-style-type: none"> • Limited Animation I • Controlled Refresh II • Light Color Animation 	<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>Building I.D. Sign, Integral Architectural Lighting, and Large Scale Architectural Lighting eligible for sign area bonus as part of sign reduction program, <u>only if 634 feet above grade for east and south building facades, 817 feet above grade for west and north building facades (NOTE: there should be no west building facades in Subdistrict A).</u></p> <p>Signs and Integral Large Scale Architectural Lighting may not exceed 80% of the combined facade area.</p>
	<p>Integral Large-Scale Architectural Lighting and Large-Scale Architectural Lighting.</p>	<ul style="list-style-type: none"> • Limited Animation I • Controlled Refresh II • Light Color Animation 	<p>No restrictions, however all signs must remain Static between 2:00 am and dawn.</p>	<p>Not exempt from Sign Area. No text, no logos.</p> <p>Signs, and Integral Large Scale Architectural Lighting, and Large-Scale Architectural Lighting may not exceed 80% of the combined facade area.</p>

[Exhibit E: Brookfield Redline](#)

Table 1

Sub-District B Sign Regulations

Vertical Sign Zone	Permitted Signs	Animation and/or Refresh	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 Digital Display Signs, no Integral Electronic Display Signs.	Static	No restrictions	Maximum Permitted Combined Sign Area and maximum size of individual sign per Sign District.

Table 1
Sub-District B Sign Regulations

Vertical Sign Zone	Permitted Signs	Animation and/or Refresh	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 Electronic 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 News Ribbon Signs eligible for sign area bonus as part of sign reduction program.</p> <p>Scrolling News Ribbon shall not exceed 450 square feet in area.</p>
	<p>Maximum of two Scrolling News Ribbon Sign as permitted by Sign District.</p>	<p>Controlled Refresh I</p>	<p>Dawn to Midnight.</p>	<p>Total of all Digital Displays shall not exceed 900 square feet in area.</p>

Table 1
Sub-District B Sign Regulations

Vertical Sign Zone	Permitted Signs	Animation and/or Refresh	Hours of Operation	Maximum Coverage and Size
<p style="text-align: center;">Level 3</p> <p>From 150 feet in height, or the top of the building podium roof line, to Level 4</p>	<p>None.</p>	<p>None permitted.</p>	<p>None.</p>	<p>No signs, no large scale architectural lighting, no integral large scale architectural lighting.</p>

Table 1
Sub-District B Sign Regulations

Vertical Sign Zone	Permitted Signs	Animation and/or Refresh	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>Building I.D. Signs only (may be comprised of Digital Displays, Integral Electronic Displays).</p>	<ul style="list-style-type: none"> • Limited Animation I • Controlled Refresh II • Light Color Animation 	<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>Building I.D. Sign, Integral Architectural Lighting, and Large Scale Architectural Lighting eligible for sign area bonus as part of sign reduction program only if 634 feet above grade for east and south building facades, 817 feet above grade for west and north building facades (NOTE: there should not be an east building façade in Subdistrict B).</p> <p>Signs, Architectural Lighting, and Integral Large Scale Architectural Lighting may not exceed 80% of the combined facade area.</p>

Vertical Sign Zone	Permitted Signs	Animation and/or Refresh	Hours of Operation	Maximum Coverage and Size
	Integral Large-Scale Architectural Lighting and Large-Scale Architectural Lighting.	<ul style="list-style-type: none"> Limited Animation I Controlled Refresh II Light Color Animation 	No restrictions, however all signs must remain Static between 2:00 am and dawn.	<p><u>Not</u> exempt from Sign Area. No text, no logos.</p> <p>Signs, and Integral Large Scale Architectural Lighting <u>and Large Scale Architectural Lighting</u> may not exceed 80% of the combined façade area.</p>



Figueroa at Wilshire

Ernst & Young Plaza

The Fig at 7th

Wilshire Grand Development

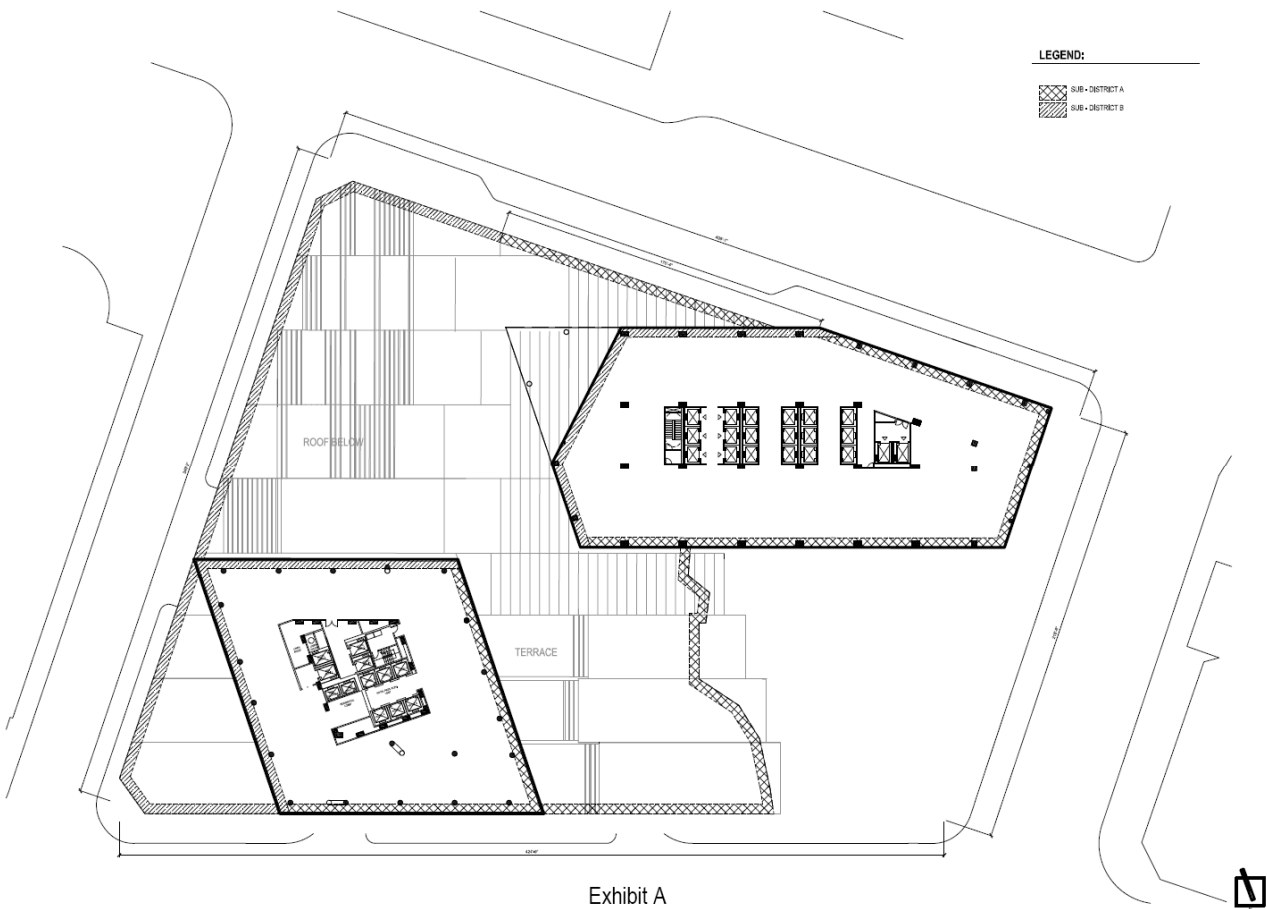
FINANCIAL DISTRICT

JEWELRY DISTRICT

110

8TH ST

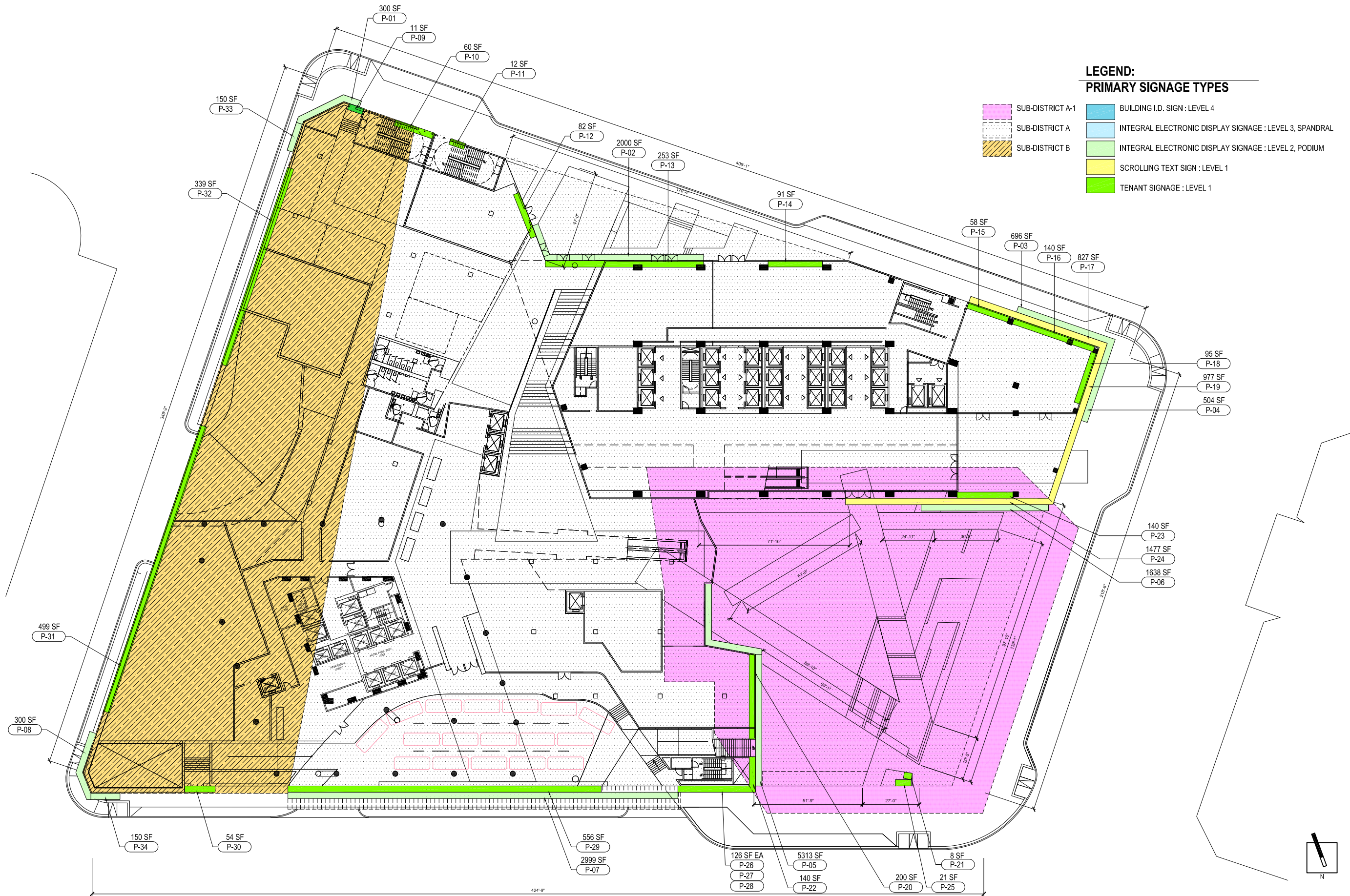
9TH ST



RIOS CLEMENTI HALE STUDIOS

Exhibit A





- LEGEND:**
PRIMARY SIGNAGE TYPES
- SUB-DISTRICT A-1
 - SUB-DISTRICT A
 - SUB-DISTRICT B
 - BUILDING I.D. SIGN : LEVEL 4
 - INTEGRAL ELECTRONIC DISPLAY SIGNAGE : LEVEL 3, SPANDRAL
 - INTEGRAL ELECTRONIC DISPLAY SIGNAGE : LEVEL 2, PODIUM
 - SCROLLING TEXT SIGN : LEVEL 1
 - TENANT SIGNAGE : LEVEL 1

RIOS CLEMENTI HALE STUDIOS

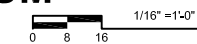


Wilshire Grand

MODIFIED AS REQUESTED BY PLANNING

Los Angeles, California

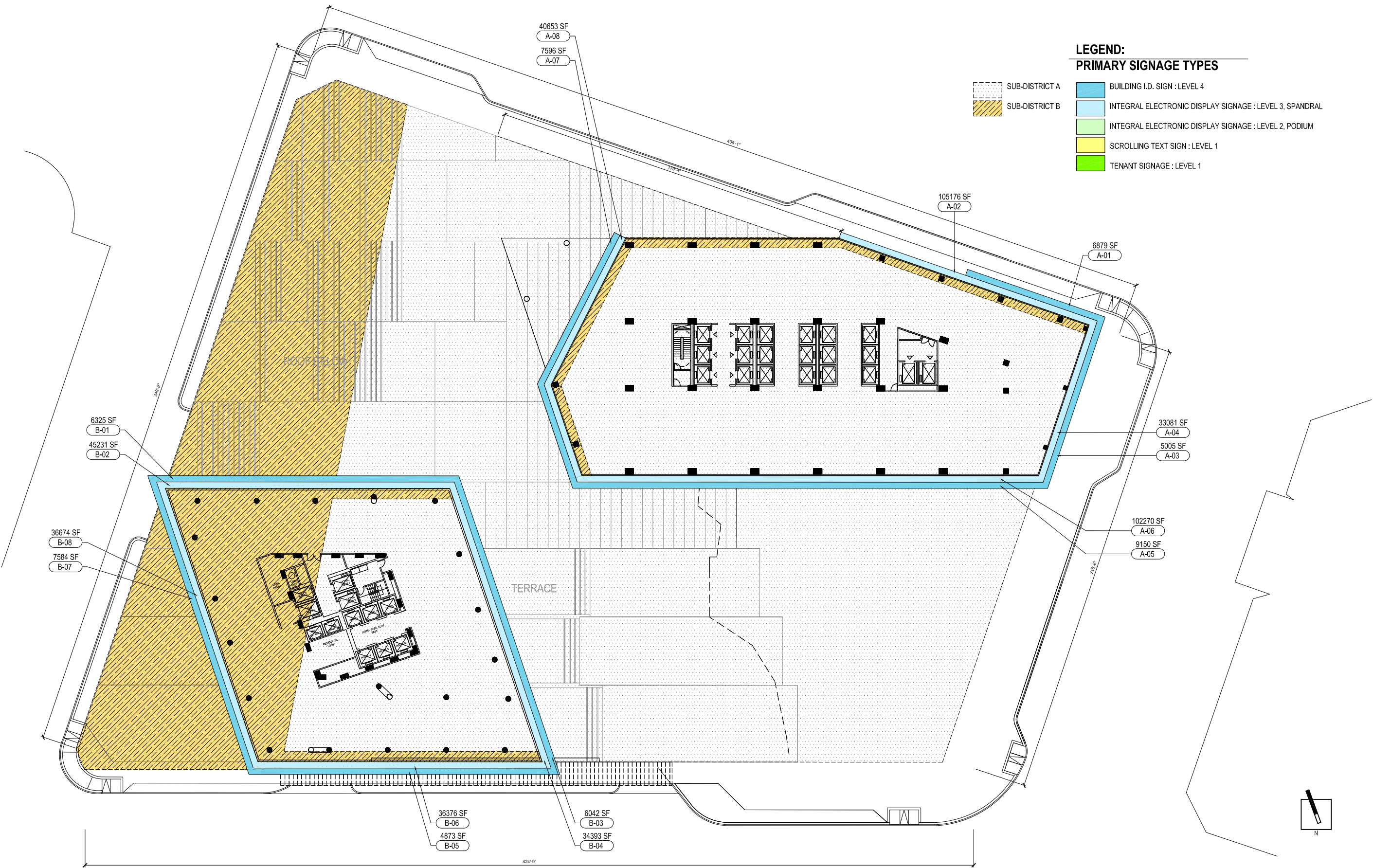
SIGNAGE DISTRICTS - PODIUM



0.700A

issue date: 12.08.2010

scale: 1/16" = 1'-0"



- LEGEND:**
PRIMARY SIGNAGE TYPES
- BUILDING I.D. SIGN : LEVEL 4
 - INTEGRAL ELECTRONIC DISPLAY SIGNAGE : LEVEL 3, SPANDRAL
 - INTEGRAL ELECTRONIC DISPLAY SIGNAGE : LEVEL 2, PODIUM
 - SCROLLING TEXT SIGN : LEVEL 1
 - TENANT SIGNAGE : LEVEL 1

RIOS CLEMENTI HALE STUDIOS



Wilshire Grand
 MODIFIED AS REQUESTED BY PLANNING
 Los Angeles, California

SIGNAGE DISTRICTS - TOWER

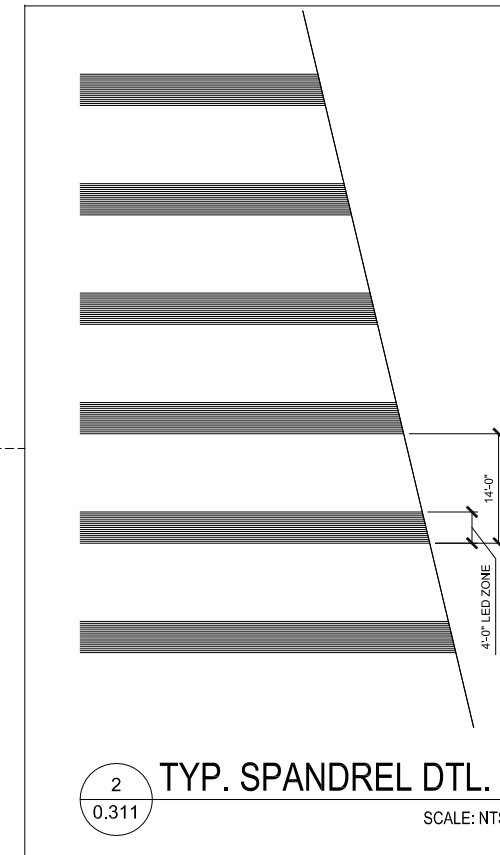
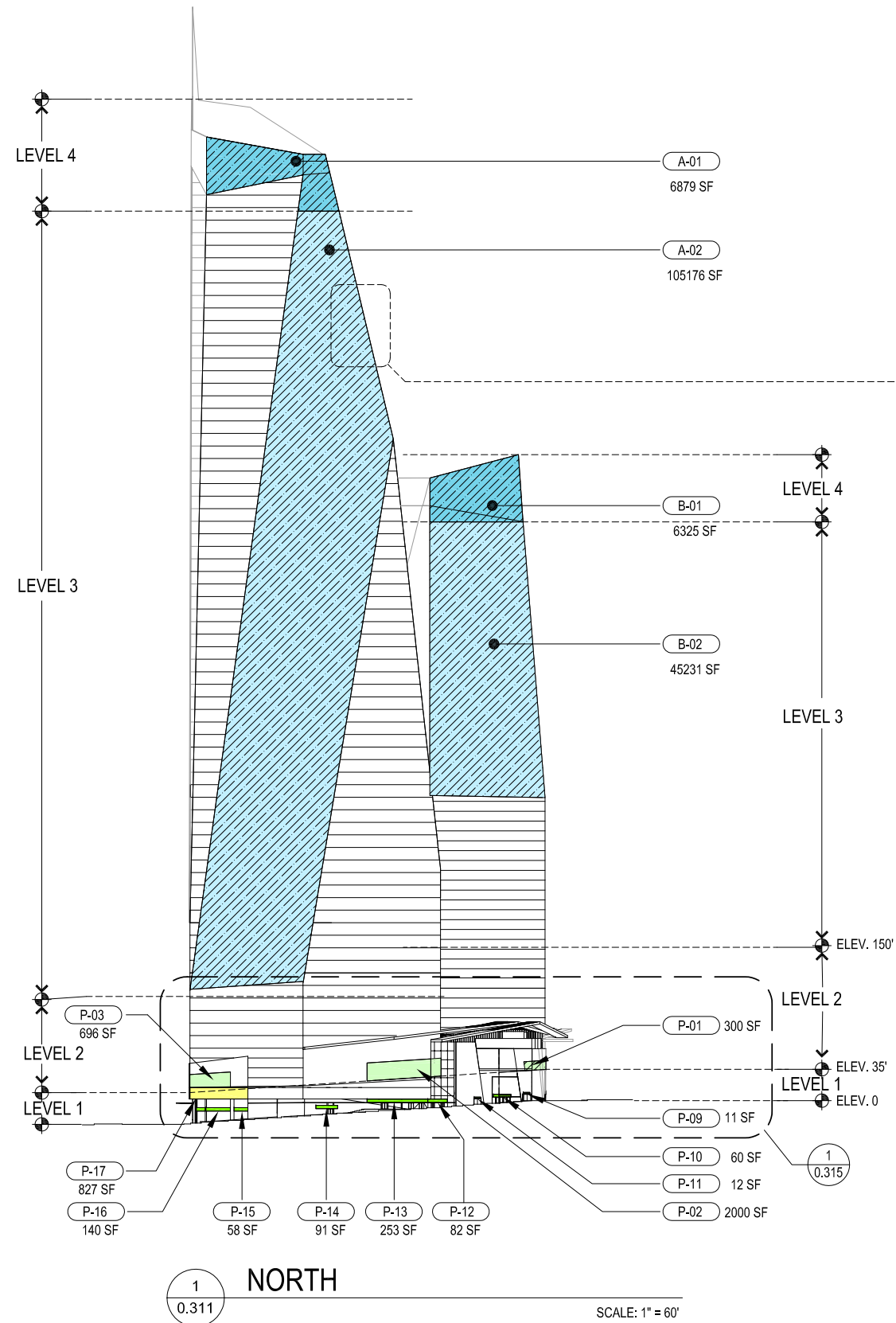
issue date: 12.08.2010 scale: 1/16" = 1'-0"



0.700B

BUILDING A	
SUB-DISTRICT B, LEVEL 4	
TOTAL FACADE AREA:	9,953 SF
SIGNAGE ALLOWED (100%):	9,953 SF
ILLUSTRATED SIGNAGE AREA:	6,878 SF
SUB-DISTRICT B, LEVEL 3	
TOTAL FACADE AREA:	198,985 SF
SIGNAGE ALLOWED (60%):	119,337 SF
ILLUSTRATED SIGNAGE AREA:	107,033 SF

PODIUM	
SUB-DISTRICT A & B, LEVEL 2	
TOTAL FACADE AREA ABOVE 35':	45,633 SF
SIGNAGE ALLOWED (80%):	36,506 SF
ILLUSTRATED SIGNAGE AREA:	9,760 SF
SUB-DISTRICT A, LEVEL 2	
ILLUSTRATED SIGNAGE AREA:	8,927 SF
SUB-DISTRICT B, LEVEL 2	
ILLUSTRATED SIGNAGE AREA:	833 SF
SUB-DISTRICT A, LEVEL 1	
TOTAL FACADE AREA BELOW 35':	11,841 SF
SIGNAGE ALLOWED N/A: USE EXISTING CODE SIZE LIMITATION EXCEPT FOR TICKER; TICKER -MAX. HEIGHT 10 FEET.	
SUB-DISTRICT B, LEVEL 1	
TOTAL FACADE AREA BELOW 35':	1238 SF
SIGNAGE ALLOWED N/A: USE EXISTING CODE SIZE LIMITATION EXCEPT FOR TICKER; TICKER -MAX. HEIGHT 10 FEET.	



BUILDING B	
SUB-DISTRICT B, LEVEL 4	
TOTAL FACADE AREA:	6,334 SF
SIGNAGE ALLOWED (100%):	6,334 SF
TOTAL ILLUSTRATED SIGNAGE AREA:	6,334 SF
SUB-DISTRICT B, LEVEL 3	
TOTAL FACADE AREA:	60,094 SF
SIGNAGE ALLOWED (60%):	36,056 SF
ILLUSTRATED SIGNAGE AREA:	35,644 SF

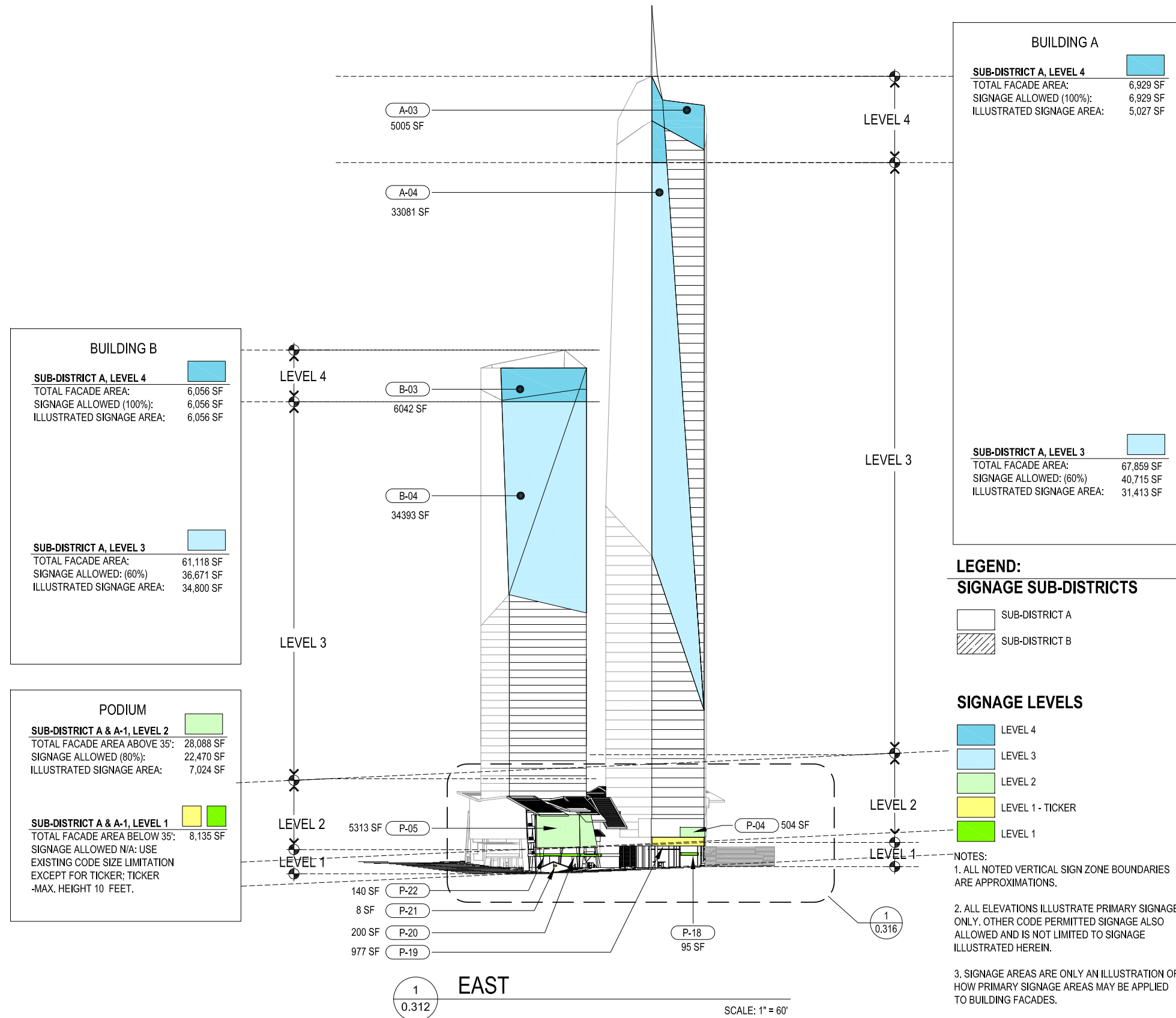
LEGEND:
SIGNAGE SUB-DISTRICTS

- SUB-DISTRICT A
- SUB-DISTRICT B

SIGNAGE LEVELS

- LEVEL 4
- LEVEL 3
- LEVEL 2
- LEVEL 1 - TICKER
- LEVEL 1

- NOTES:
1. ALL NOTED VERTICAL SIGN ZONE BOUNDARIES ARE APPROXIMATIONS.
 2. ALL ELEVATIONS ILLUSTRATE PRIMARY SIGNAGE ONLY. OTHER CODE PERMITTED SIGNAGE ALSO ALLOWED AND IS NOT LIMITED TO SIGNAGE ILLUSTRATED HEREIN.
 3. SIGNAGE AREAS ARE ONLY AN ILLUSTRATION OF HOW PRIMARY SIGNAGE AREAS MAY BE APPLIED TO BUILDING FACADES.



LEGEND:
SIGNAGE SUB-DISTRICTS

- SUB-DISTRICT A
- SUB-DISTRICT B

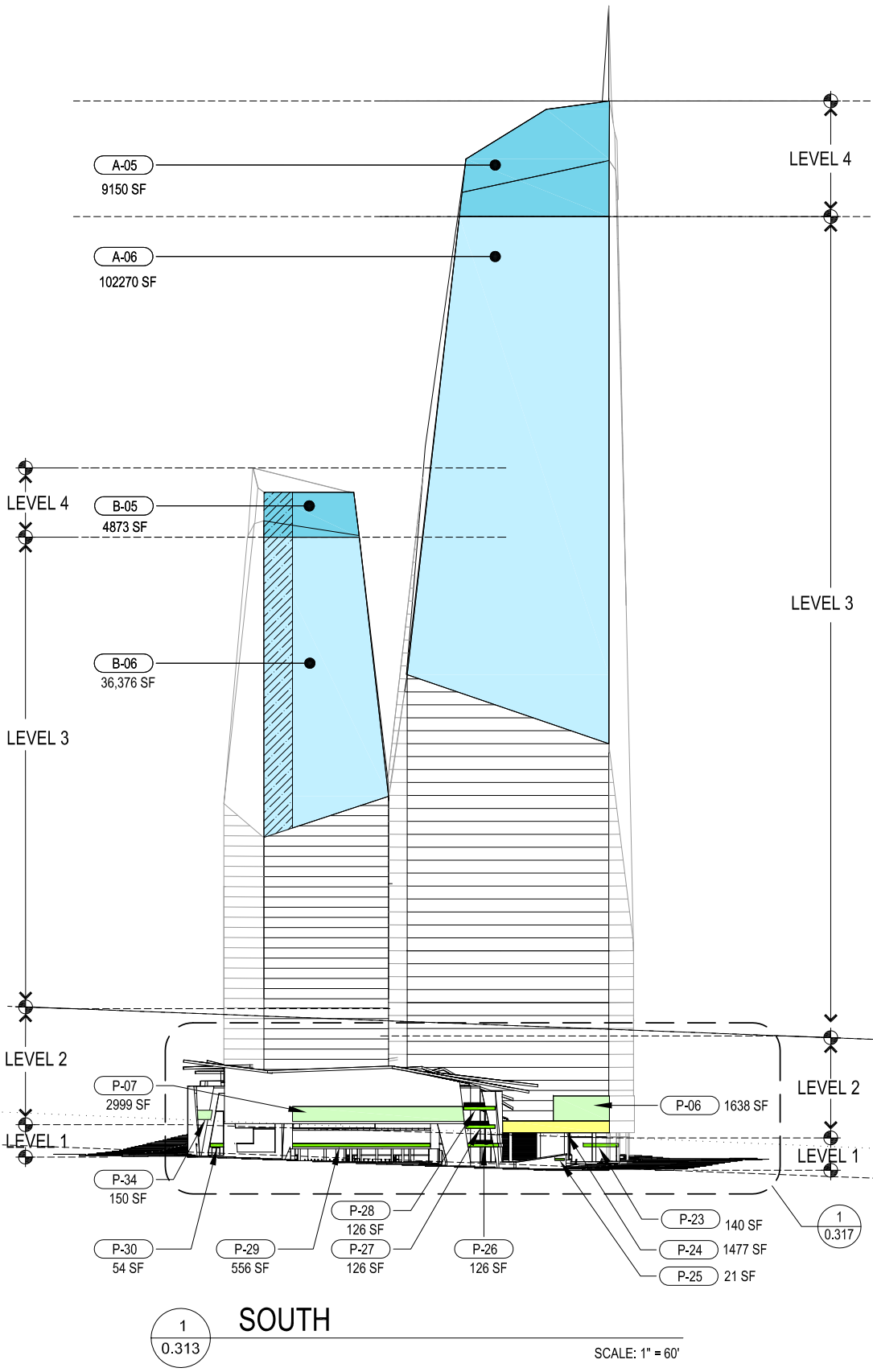
SIGNAGE LEVELS

- LEVEL 4
- LEVEL 3
- LEVEL 2
- LEVEL 1 - TICKER
- LEVEL 1

- NOTES:**
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 2. ALL ELEVATIONS ILLUSTRATE PRIMARY SIGNAGE ONLY. OTHER CODE PERMITTED SIGNAGE ALSO ALLOWED AND IS NOT LIMITED TO SIGNAGE ILLUSTRATED HEREIN.
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BUILDING B	
SUB-DISTRICT A & B, LEVEL 4	
TOTAL FACADE AREA:	4,900 SF
SIGNAGE ALLOWED (100%):	4,900 SF
TOTAL ILLUSTRATED SIGNAGE AREA:	4,900 SF
SUB-DISTRICT A, LEVEL 4	
ILLUSTRATED SIGNAGE AREA:	3,353 SF
SUB-DISTRICT B, LEVEL 4	
ILLUSTRATED SIGNAGE AREA:	1,547 SF
SUB-DISTRICT A & B, LEVEL 3	
TOTAL FACADE AREA:	61,874 SF
SIGNAGE ALLOWED: (60%)	37,124 SF
ILLUSTRATED SIGNAGE AREA:	36,720 SF
SUB-DISTRICT A, LEVEL 3	
ILLUSTRATED SIGNAGE AREA:	26,546 SF
SUB-DISTRICT B, LEVEL 3	
ILLUSTRATED SIGNAGE AREA:	10,174 SF

PODIUM	
SUB-DISTRICT A, A-1, & B, LEVEL 2	
TOTAL FACADE AREA ABOVE 35':	56,679 SF
SIGNAGE ALLOWED (80%):	46,943 SF
ILLUSTRATED SIGNAGE AREA:	15,441 SF
SUB-DISTRICT A & A-1, LEVEL 2	
ILLUSTRATED SIGNAGE AREA:	11,433 SF
SUB-DISTRICT B, LEVEL 2	
ILLUSTRATED SIGNAGE AREA:	4,008 SF
SUB-DISTRICT A & A-1, LEVEL 1	
TOTAL FACADE AREA BELOW 35':	12,464 SF
SIGNAGE ALLOWED N/A: USE EXISTING CODE SIZE LIMITATION EXCEPT FOR TICKER; TICKER -MAX. HEIGHT 10 FEET.	
SUB-DISTRICT B, LEVEL 1	
TOTAL FACADE AREA BELOW 35':	4,158 SF
SIGNAGE ALLOWED N/A: USE EXISTING CODE SIZE LIMITATION EXCEPT FOR TICKER; TICKER -MAX. HEIGHT 10 FEET.	



BUILDING A	
SUB-DISTRICT A, LEVEL 4	
TOTAL FACADE AREA:	16,368 SF
SIGNAGE ALLOWED (100%):	16,368 SF
ILLUSTRATED SIGNAGE AREA:	16,368 SF
SUB-DISTRICT A, LEVEL 3	
TOTAL FACADE AREA:	170,057 SF
SIGNAGE ALLOWED: (60%)	102,034 SF
ILLUSTRATED SIGNAGE AREA:	102,005 SF

LEGEND:

SIGNAGE SUB-DISTRICTS

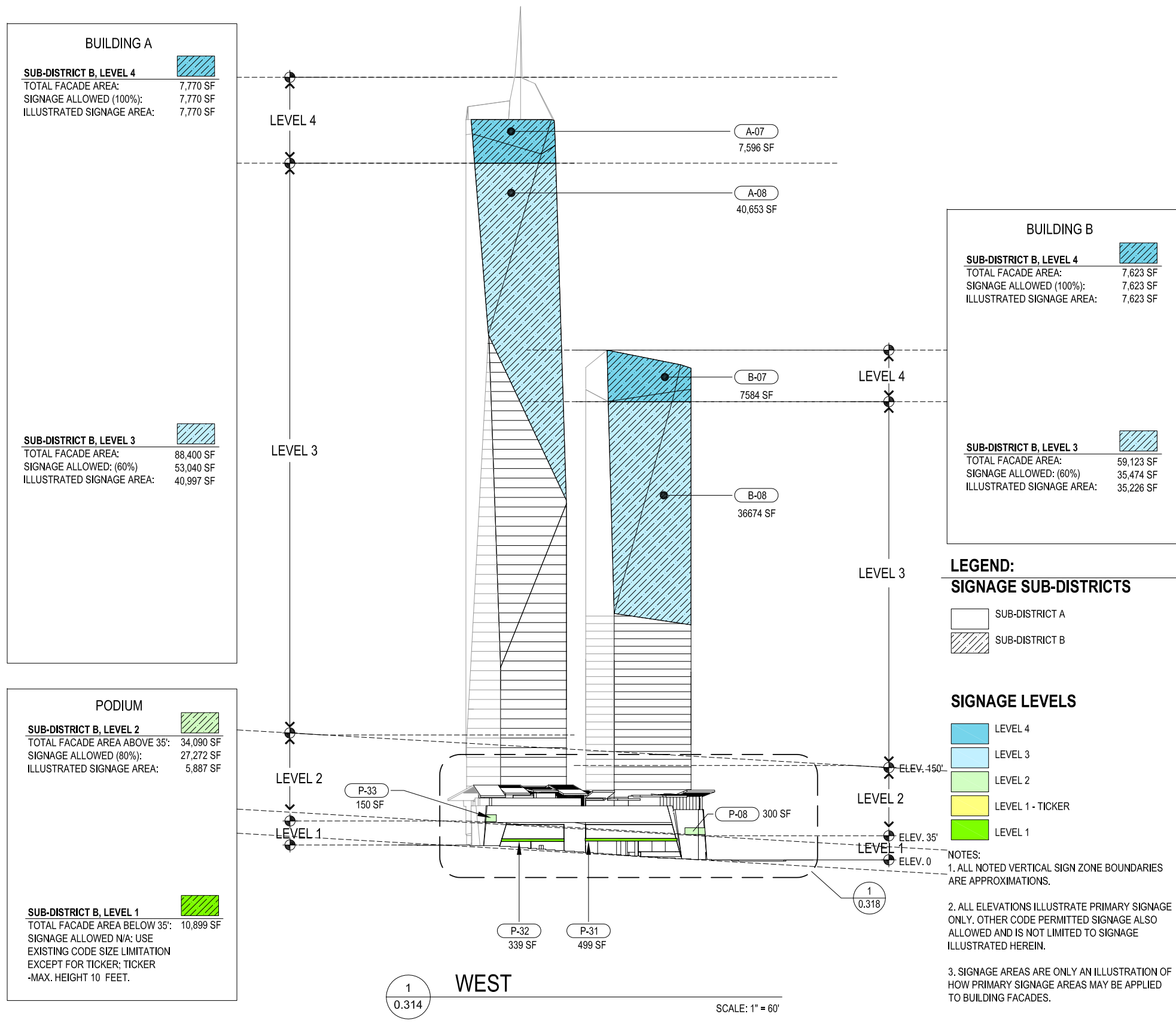
- SUB-DISTRICT A
- SUB-DISTRICT B

SIGNAGE LEVELS

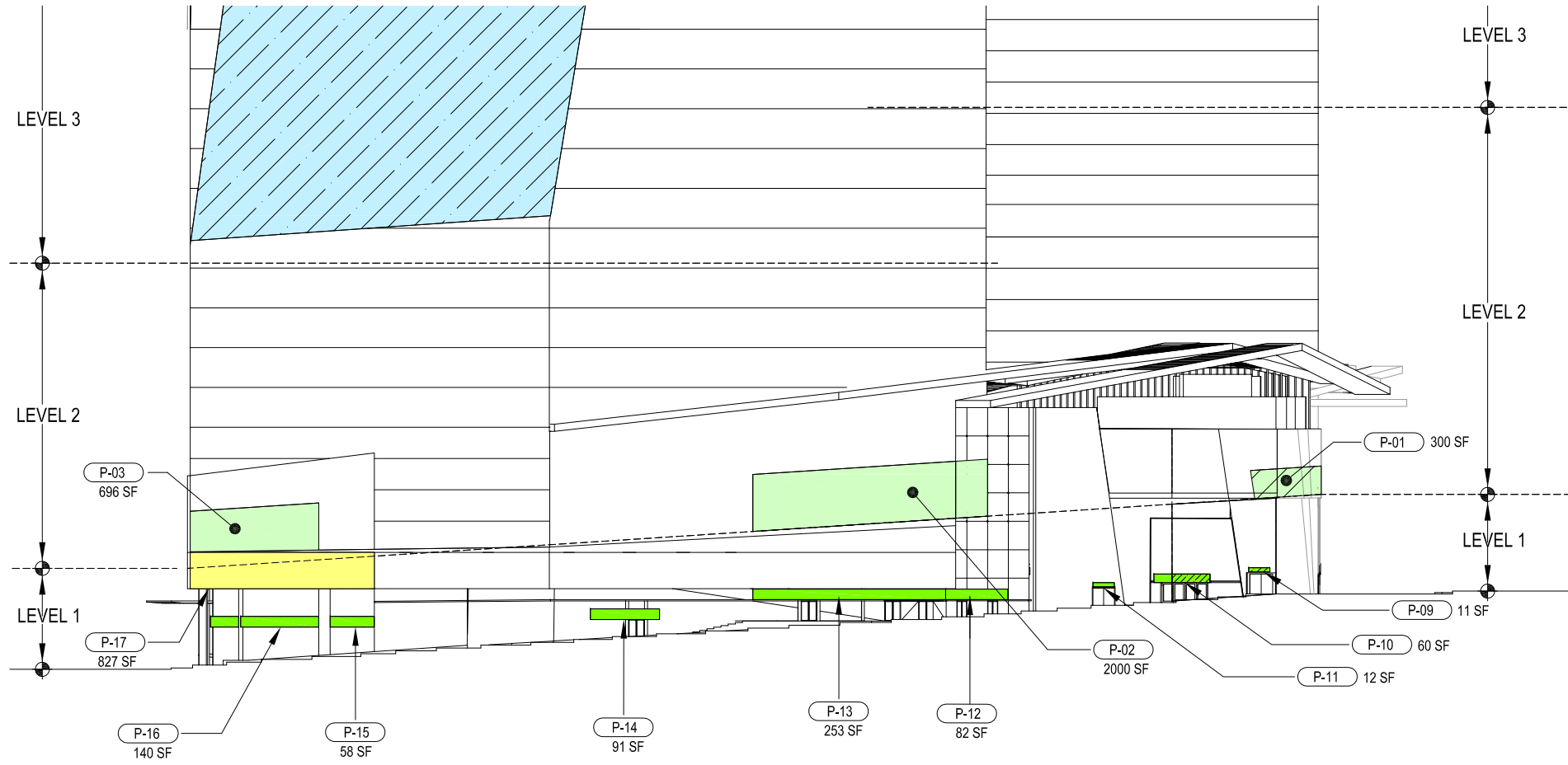
- LEVEL 4
- LEVEL 3
- LEVEL 2
- LEVEL 1 - TICKER
- LEVEL 1

NOTES:

- ALL NOTED VERTICAL SIGN ZONE BOUNDARIES ARE APPROXIMATIONS.
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- SIGNAGE AREAS ARE ONLY AN ILLUSTRATION OF HOW PRIMARY SIGNAGE AREAS MAY BE APPLIED TO BUILDING FACADES.



PODIUM	
SUB-DISTRICT A & B, LEVEL 2	
TOTAL FACADE AREA ABOVE 35':	45,633 SF
SIGNAGE ALLOWED (80%):	36,506 SF
ILLUSTRATED SIGNAGE AREA:	9,760 SF
SUB-DISTRICT A, LEVEL 2	
ILLUSTRATED SIGNAGE AREA:	8,927 SF
SUB-DISTRICT B, LEVEL 2	
ILLUSTRATED SIGNAGE AREA:	833 SF
SUB-DISTRICT A, LEVEL 1	
TOTAL FACADE AREA BELOW 35':	11,841 SF
SIGNAGE ALLOWED N/A: USE EXISTING CODE SIZE LIMITATION EXCEPT FOR TICKER; TICKER -MAX. HEIGHT 10 FEET.	
SUB-DISTRICT B, LEVEL 1	
TOTAL FACADE AREA BELOW 35':	1238 SF
SIGNAGE ALLOWED N/A: USE EXISTING CODE SIZE LIMITATION EXCEPT FOR TICKER; TICKER -MAX. HEIGHT 10 FEET.	



LEGEND:
SIGNAGE SUB-DISTRICTS

- SUB-DISTRICT A
- SUB-DISTRICT B

SIGNAGE LEVELS

- LEVEL 4
- LEVEL 3
- LEVEL 2
- LEVEL 1 - TICKER
- LEVEL 1

- NOTES:**
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 2. ALL ELEVATIONS ILLUSTRATE PRIMARY SIGNAGE ONLY. OTHER CODE PERMITTED SIGNAGE ALSO ALLOWED AND IS NOT LIMITED TO SIGNAGE ILLUSTRATED HEREIN.
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1
0.315

NORTH

SCALE: 1" = 20'

RIOS CLEMENTI HALE STUDIOS



Wilshire Grand SIGNAGE ELEVATIONS

MODIFIED AS REQUESTED BY PLANNING




Los Angeles, California

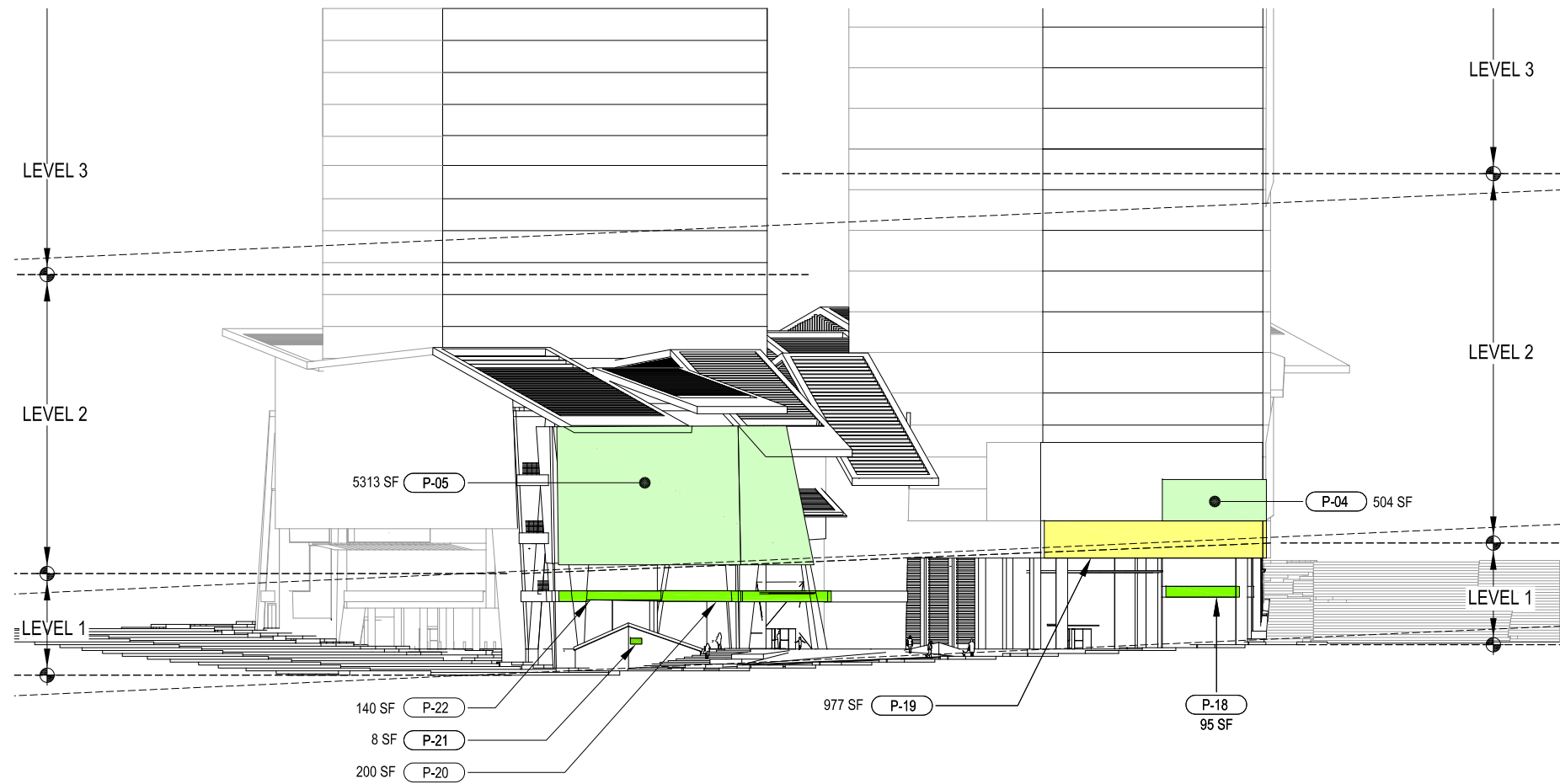
NORTH

issue date: 12.08.2010



scale: 1" = 20'-0"

0.315






PODIUM	
SUB-DISTRICT A & A-1, LEVEL 2	
TOTAL FACADE AREA ABOVE 35':	28,088 SF
SIGNAGE ALLOWED (80%):	22,470 SF
ILLUSTRATED SIGNAGE AREA:	7,024 SF
SUB-DISTRICT A & A-1, LEVEL 1	 
TOTAL FACADE AREA BELOW 35':	8,135 SF
SIGNAGE ALLOWED N/A: USE EXISTING CODE SIZE LIMITATION EXCEPT FOR TICKER: TICKER	
-MAX. HEIGHT 10 FEET.	



LEGEND:
SIGNAGE SUB-DISTRICTS

-  SUB-DISTRICT A
-  SUB-DISTRICT B

SIGNAGE LEVELS

-  LEVEL 4
-  LEVEL 3
-  LEVEL 2
-  LEVEL 1 - TICKER
-  LEVEL 1

NOTES:

1. ALL NOTED VERTICAL SIGN ZONE BOUNDARIES ARE APPROXIMATIONS.
2. ALL ELEVATIONS ILLUSTRATE PRIMARY SIGNAGE ONLY. OTHER CODE PERMITTED SIGNAGE ALSO ALLOWED AND IS NOT LIMITED TO SIGNAGE ILLUSTRATED HEREIN.
3. SIGNAGE AREAS ARE ONLY AN ILLUSTRATION OF HOW PRIMARY SIGNAGE AREAS MAY BE APPLIED TO BUILDING FACADES.

1
0.316

EAST

SCALE: 1" = 20'

RIOS CLEMENTI HALE STUDIOS



Wilshire Grand SIGNAGE ELEVATIONS

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Los Angeles, California

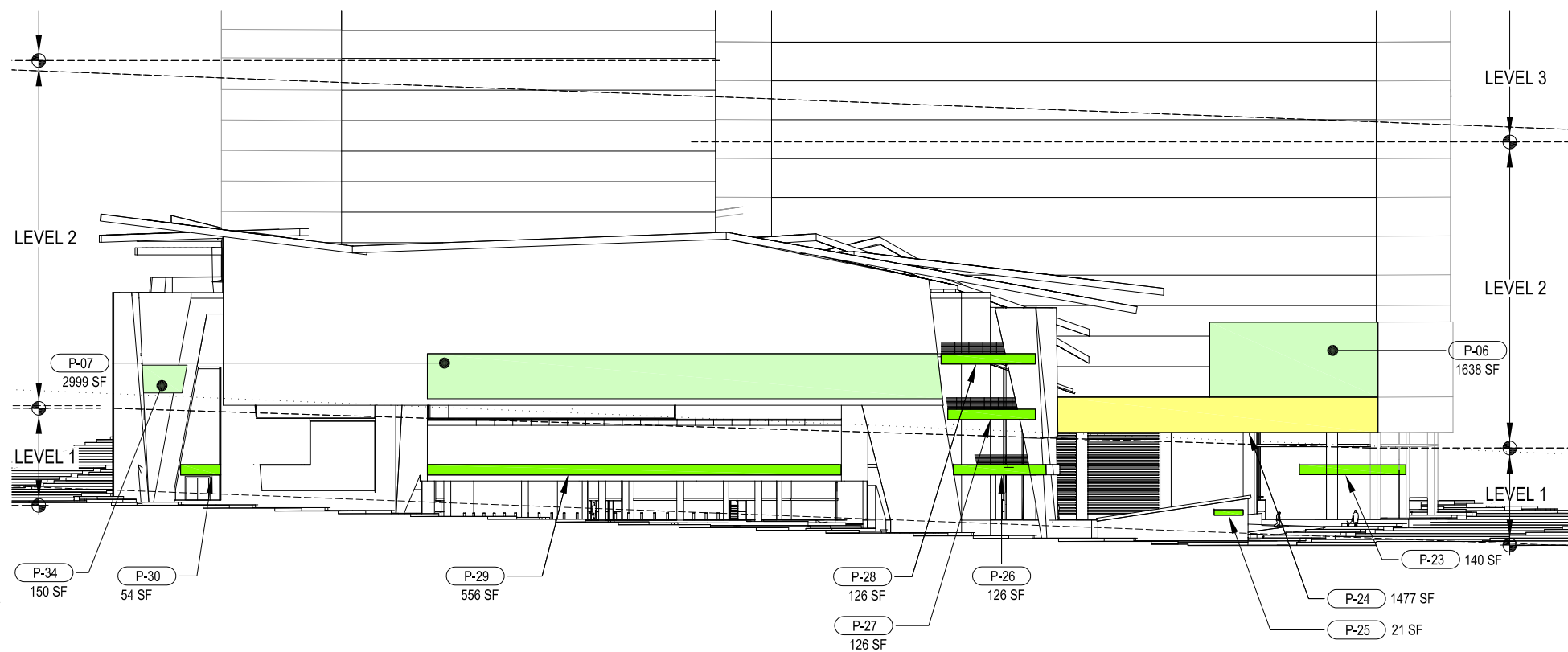
EAST

issue date: 12.08.2010

scale: 1" = 20'-0"

0.316

PODIUM	
SUB-DISTRICT A, A-1, & B, LEVEL 2	
TOTAL FACADE AREA ABOVE 35':	56,679 SF
SIGNAGE ALLOWED (80%):	46,943 SF
ILLUSTRATED SIGNAGE AREA:	15,441 SF
SUB-DISTRICT A & A-1, LEVEL 2	
ILLUSTRATED SIGNAGE AREA:	11,433 SF
SUB-DISTRICT B, LEVEL 2	
ILLUSTRATED SIGNAGE AREA:	4,008 SF
SUB-DISTRICT A & A-1, LEVEL 1	
TOTAL FACADE AREA BELOW 35':	12,464 SF
SIGNAGE ALLOWED N/A: USE EXISTING CODE SIZE LIMITATION EXCEPT FOR TICKER; TICKER	
-MAX. HEIGHT 10 FEET.	
SUB-DISTRICT B, LEVEL 1	
TOTAL FACADE AREA BELOW 35':	4,158 SF
SIGNAGE ALLOWED N/A: USE EXISTING CODE SIZE LIMITATION EXCEPT FOR TICKER; TICKER	
-MAX. HEIGHT 10 FEET.	



- LEGEND:**
- SIGNAGE SUB-DISTRICTS**
- SUB-DISTRICT A
 - SUB-DISTRICT B
- SIGNAGE LEVELS**
- LEVEL 4
 - LEVEL 3
 - LEVEL 2
 - LEVEL 1 - TICKER
 - LEVEL 1
- NOTES:**
1. ALL NOTED VERTICAL SIGN ZONE BOUNDARIES ARE APPROXIMATIONS.
 2. ALL ELEVATIONS ILLUSTRATE PRIMARY SIGNAGE ONLY. OTHER CODE PERMITTED SIGNAGE ALSO ALLOWED AND IS NOT LIMITED TO SIGNAGE ILLUSTRATED HEREIN.
 3. SIGNAGE AREAS ARE ONLY AN ILLUSTRATION OF HOW PRIMARY SIGNAGE AREAS MAY BE APPLIED TO BUILDING FACADES.

1
0.317

SOUTH

SCALE: 1" = 20'

RIOS CLEMENTI HALE STUDIOS



Wilshire Grand SIGNAGE ELEVATIONS

MODIFIED AS REQUESTED BY PLANNING



Los Angeles, California

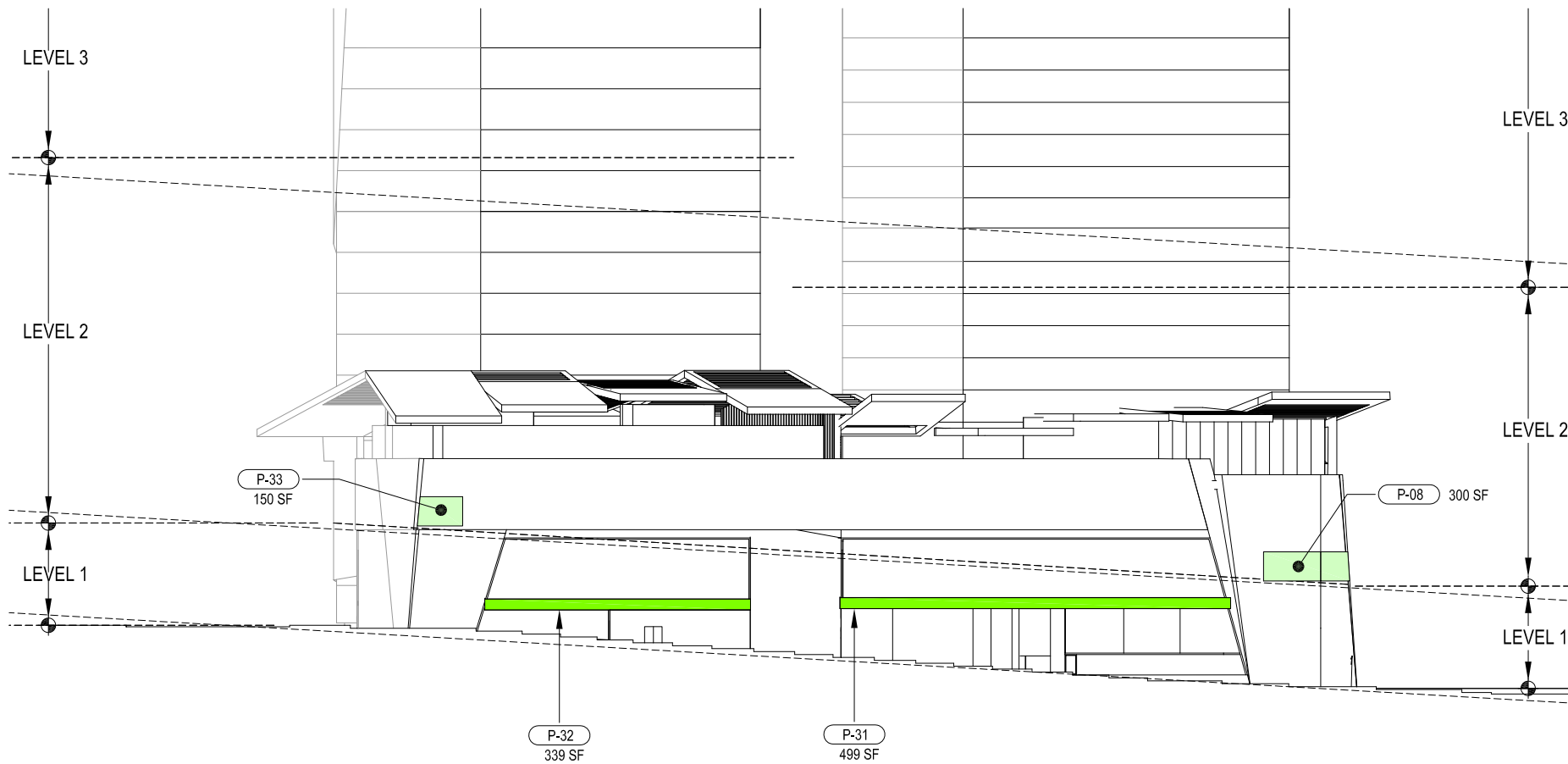
SOUTH

issue date: 12.08.2010

scale: 1" = 20'-0"

0.317

PODIUM	
SUB-DISTRICT B, LEVEL 2	
TOTAL FACADE AREA ABOVE 35':	34,090 SF
SIGNAGE ALLOWED (80%):	27,272 SF
ILLUSTRATED SIGNAGE AREA:	5,887 SF
SUB-DISTRICT B, LEVEL 1	
TOTAL FACADE AREA BELOW 35':	10,899 SF
SIGNAGE ALLOWED N/A: USE EXISTING CODE SIZE LIMITATION EXCEPT FOR TICKER; TICKER -MAX. HEIGHT 10 FEET.	





1
0.318






WEST

SCALE: 1" = 20'

LEGEND:
SIGNAGE SUB-DISTRICTS

-  SUB-DISTRICT A
-  SUB-DISTRICT B

SIGNAGE LEVELS

-  LEVEL 4
-  LEVEL 3
-  LEVEL 2
-  LEVEL 1 - TICKER
-  LEVEL 1

- NOTES:**
1. ALL NOTED VERTICAL SIGN ZONE BOUNDARIES ARE APPROXIMATIONS.
 2. ALL ELEVATIONS ILLUSTRATE PRIMARY SIGNAGE ONLY. OTHER CODE PERMITTED SIGNAGE ALSO ALLOWED AND IS NOT LIMITED TO SIGNAGE ILLUSTRATED HEREIN.
 3. SIGNAGE AREAS ARE ONLY AN ILLUSTRATION OF HOW PRIMARY SIGNAGE AREAS MAY BE APPLIED TO BUILDING FACADES.

RIOS CLEMENTI HALE STUDIOS



Wilshire Grand SIGNAGE ELEVATIONS

MODIFIED AS REQUESTED BY PLANNING

Los Angeles, California

WEST

issue date: 12.08.2010

scale: 1" = 20'-0"

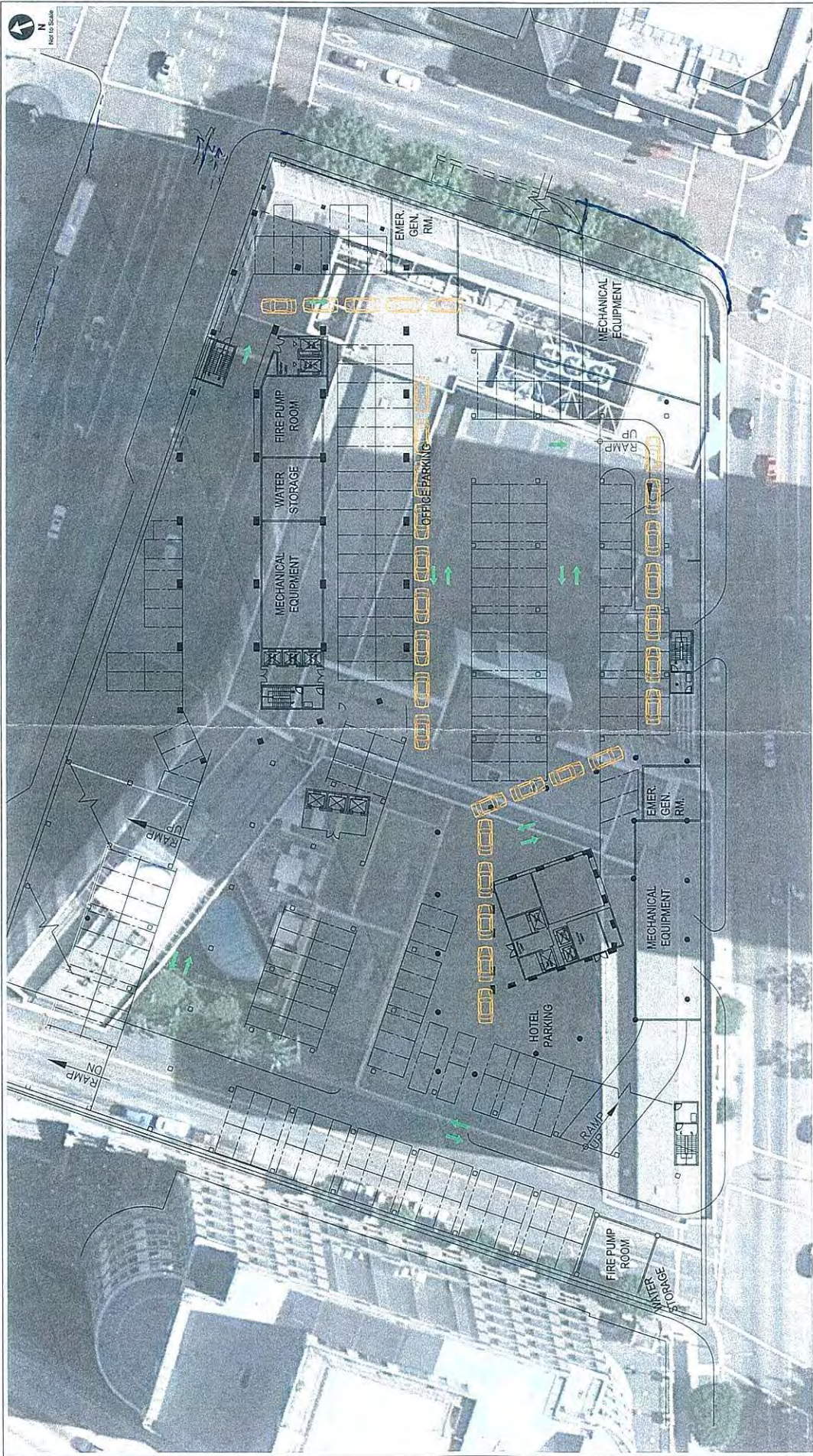
0.318

Typical Peak Time Exiting 601 S. Figueroa



Taken 2/16/2011 at
approx. 4:45 PM





OPTION 1

FIGURE 1

**Table IV.C-1
Representative Environmental Noise Levels**

Common Outdoor Activities	Noise Level (dBA)	Common Indoor Activities
	—110—	Rock Band
Jet Fly-over at 100 feet		
	—100—	
Gas Lawnmower at 3 feet		
	—90—	
Noisy Urban Area during Daytime		Food Blender at 3 feet
Diesel Truck going 50 mph at 50 feet	—80—	Garbage Disposal at 3 feet
Gas Lawnmower at 100 feet	—70—	Vacuum Cleaner at 10 feet
Commercial Area		Normal Speech at 3 feet
Heavy Traffic at 300 feet	—60—	
		Large Business Office
Quiet Urban Area during Daytime	—50—	Dishwasher in Next Room
Quiet Urban Area during Nighttime	—40—	Theater, Large Conference Room (background)
Quiet Suburban Area during Nighttime		
	—30—	Library
Quiet Rural Area during Nighttime		Bedroom at Night, Concert Hall (background)
	—20—	
		Broadcast/Recording Studio
	—10—	
Lowest Threshold of Human Hearing	—0—	Lowest Threshold of Human Hearing

Source: California Department of Transportation, Technical Noise Supplement: A Technical Supplement to the Traffic Noise Analysis Protocol, October 1998, page 18.

within the “shadow” of the obstruction, such as behind a sound wall. This type of sound attenuation is known as “barrier insertion loss.” If a receptor is located behind the wall but still has a view of the source (i.e., line-of-sight is not fully blocked), some barrier insertion loss would still occur, although to a lesser extent. Additionally, a receptor located on the same side of the wall as a noise source may actually experience an increase in the perceived noise level as the wall reflects noise back to the receptor, thereby compounding the noise. Noise barriers can provide noise level reductions ranging from approximately 5 dBA (where the barrier just breaks the line-of-sight between the noise source and receiver) to an upper range of 20 dBA with a more substantial barrier.³

ii. Environmental Noise Descriptors

Several rating scales have been developed to analyze the adverse effect of community noise on people. Since environmental noise fluctuates over time, these scales consider that the effect of noise on people is

³ *Ibid.*