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October 5, 2011

Council of the City of Los Angeles
Planning and Land Use Management Committee
200 North Spring Street
Los Angeles, CA 90012

Re: Proposed ordinance revising the citywide sign regulations
Council File 08-2020; 08-3386-S1

Honorable Members of the Planning and Land Use Management Committee:

At its hearing on August 9, 2011, this Committee considered proposed revisions to the citywide sign ordinance. Based on direction from the Committee, further discussions with the Office of the City Attorney and Department of Building and Safety, and review of public comments and concerns, staff now recommends revisions to the proposed ordinance released on July 22, 2011. These changes are shown in ~~strikeout~~ and underline in the attached ordinance, and are described in this report.

Executive Summary

The most significant revisions are summarized below, and described in more detail later in this report.

- **Parks and Comprehensive Sign Programs.** Public parks are now proposed to be ineligible for Comprehensive Sign Programs.
- **Sign Reduction and Community Benefits.** A Community Benefits Program has been developed as an option that could potentially be used in conjunction with or replace required Sign Reduction for proposed Sign Districts.
- **Changes to "Grandfathering" Provisions.** In order to be approved, initiated or applied for Sign Districts and Specific Plans authorizing special signage which are proposed to be "grandfathered" would now have to make the two additional findings recommended for new Sign Districts originating out of the legal decision in *World Wide Rush v. City of Los Angeles*. In order to support these findings, Sign Reduction and/or Community Benefits would need to be provided.

In addition, other issues have been addressed and/or code revisions proposed for the following, which are also discussed in more detail later in this report.

- Other revisions from the previous proposal
- New technical corrections and clarifications

Finally, two items are addressed for which reports back to PLUM were directed at the August 9, 2011 hearing, as well as four items to be covered under staff's next report back to PLUM. At PLUM's direction, three of the items remaining to be covered will be addressed by a report from the Planning Department, as well as incorporated into the City Attorney's revised ordinance, both of which may be heard concurrently by PLUM. The fourth item for report back, projected budget for the Sign Unit, is not an item to be included in the proposed ordinance.

- Items Covered in this Report: Mapping of off-site signs, and Sign Unit funding and work program
- Items for the next Report to PLUM: Brightness of digital displays, Sign Adjustments for off-site signs, violation appeal hearings, and Sign Unit budget

Recommendations

Staff recommends that PLUM take the following actions:

1. Adopt the Planning Department's reports dated July 22, 2011 and October 5, 2011.
2. Approve the attached ordinance and direct the City Attorney to review for form and legality and prepare and present an ordinance for final consideration by PLUM.
3. Direct the Planning Department, in collaboration with the Office of the City Attorney and the Department of Building and Safety, to report back to PLUM with recommended final revisions on brightness of digital displays, Sign Adjustments for off-site signs, and violation appeal hearings, and provide these recommendations for incorporation with the City Attorney's draft of the sign ordinance.
4. Direct the City Attorney to prepare and present an ordinance to create a "Signage Analysis, Regulation and Administration Trust Fund" for the receipt, retention and disbursement of gifts, contributions and bequests for the support of signage analysis, regulation and administration in the Planning Department with all contributions exceeding \$5,000 to be accepted by the City Council on behalf of the City and all expenditures from the Fund to be authorized by the City Council.
5. Further direct the Planning Department to report back on the budget that would be required to establish and operate the proposed Sign Unit.

Discussion

The following pages contain further discussion of the new proposed code revisions and other items for which additional information has become available since the last PLUM hearing.

Parks and Comprehensive Sign Programs

Considerable input was received at the last PLUM hearing and through written comment letters expressing concern about the applicability of Comprehensive Sign Programs (CSP's) to public parks. Parks were not among the uses intentionally contemplated for CSP's, as demonstrated by the purpose statement for this section, which reflects that CSP's were intended for uses such as museums and other cultural institutions, universities and college campuses, automotive dealerships, and stadiums and other sporting facilities. Language has been added to the proposed ordinance specifying that public parks are not eligible to be included in Comprehensive Sign Programs.

A motion introduced on May 3, 2011 (Council File #11-0724 – Perry, Parks) proposed that the City Council instruct the Planning Department, with the assistance of the City Attorney, to prepare an ordinance to permit banners and signs, to include off-site signs, at city-owned facilities and city parks. However, this motion was never adopted by the City Council and referred to Planning staff. If the City Council determines that this issue warrants further study and votes to refer this motion to Planning staff, then staff will undertake a careful analysis of the potential benefits and impacts of allowing off-site signs in public parks, as part of a funded Sign Unit (discussed later in this report).

Sign Reduction and Community Benefits

Sign Reduction

The proposed ordinance includes a “more than one for one” Sign Reduction requirement, specifying that for every square foot of new off-site signage within a Sign District, more than one square foot of existing, legally permitted off-site signage would have to be removed within the Sign District or within an adjacent Sign Impact Area. This net Sign Reduction requirement is currently the only viable method by which the City can reduce off-site sign clutter through the removal of existing, legally permitted off-site signage. However, concerns have been raised that this amount of sign reduction might not always be feasible.

This concern is being addressed in several ways:

1. The proposed ordinance requires only that the Sign Impact Area share at least one boundary with the Sign District. The size and extent of the Sign Impact Area is not limited and can extend as far as needed to encompass a suitable amount of existing off-site signage.
2. The locations of existing off-site signs can be readily mapped using the Department of Building & Safety’s off-site sign database. Looking at a citywide map of off-site signs, it will be relatively easy to draw the boundaries of a Sign Impact Area to encompass a sufficient amount of signage that could be removed. The off-site sign data can also be linked into ZIMAS (the Planning Department’s online Zoning Information and Map Access System) to provide further information on off-site signs specific to a given property. For further information, please see the section on “Mapping of Off-Site Signs” later in this report.
3. The Hollywood Signage Supplemental Use District provides a model of a sign reduction program that has functioned well, and this can help to dispel some general concerns about how sign reduction programs would work. Essentially, the way it worked in Hollywood was that property owners would invite competitive bids from sign companies that owned existing signage in the area. Each bid would include the removal of existing signage and installation of new signage, and the property owner would select the best bid. This type of transaction would take place on a larger scale for Sign Districts where a large amount of signage is proposed to be installed at the same time.

Community Benefits

If the above measures do not sufficiently respond to concerns about the feasibility of sign reduction, another option may be to allow the establishment of a Community Benefits Program in lieu of all or a portion of the sign reduction requirement.

A Community Benefits Program would provide alternate aesthetic and other benefits to help counteract the impact of new off-site signage. In order to qualify for this option, the applicant would have to demonstrate that the full amount of required sign reduction for a proposed Sign District is infeasible or impractical. The decision-maker could then approve all or a portion of

the sign reduction requirement to be replaced by one or more of the Community Benefits Measures listed below:

1. Sidewalk widening and landscaping. The widening and repaving of the sidewalk and narrowing of the adjacent roadway shall include permanent public landscaping integrated into the sidewalk, the roadway median, or both.
2. Undergrounding of utilities. Such undergrounding shall include all visible utilities within a defined area, to include electric, phone and cable wiring and the removal from view of all associated poles, boxes and other equipment.
3. Streetscape Improvements. Such improvements shall be planned and adopted through a Streetscape Plan.
4. Lighting Improvements. Such improvements shall be planned and adopted through a Lighting District.
5. Public Art/Mural Program. The permanent installation of public art or murals shall be subject to approval by the Cultural Affairs Department.
6. Public parking structures to serve pedestrian centers. Such public parking structures must serve a significant number of commercial, employment, and/or residential destinations that are easily accessible via a short walk from the parking structure.
7. Facade Improvements. Such improvements to building facades may include repair or replacement of old or worn building surfaces, grill work, paint, and signage.
8. Other Improvements. Such improvements will be of a permanent nature and will directly advance the purposes of aesthetic improvement, traffic safety, or blight reduction.

Changes to “Grandfathering” Provisions

The revised ordinance contains two proposed changes to the “grandfathering” provisions for initiated or applied for Sign Districts and Specific Plans authorizing special signage.

1. As a result of the court decision in the case of *World Wide Rush v. City of Los Angeles*, the Office of the City Attorney has recommended that two additional findings be added to the required findings for Sign Districts. These findings should apply to all new Sign Districts approved from this point forward, to ensure that the City’s sign ordinance is not legally vulnerable.

The findings essentially require that impacts on aesthetics and traffic safety created by exceptions to the City’s ban on off-site signs be counterbalanced by improvements in terms of aesthetics, blight reduction, or traffic safety. In order to ensure that these findings are adequately supported and that the visual and traffic safety impacts of Sign Districts are mitigated by improvements to the City’s visual environment, the Planning Department recommends that the Sign Reduction and Community Benefits requirements for new Sign Districts also be extended to initiated or applied for Sign Districts and Specific Plans proposed to be “grandfathered” (see Attachment 2 for list).

2. In order to process these pending Sign Districts, the Planning Department must further stretch its resources, potentially causing delays to other plans and projects. Rather than creating a ripple effect of delays, the Department proposes that the newly adopted application fee for Sign Districts be extended to pending Sign Districts, in an amount commensurate with the amount of staff review remaining to be completed.

Other Revisions from the Previous Proposal

The revised ordinance contains changes that were outlined in the “Additional Recommended Changes” presented at the August 9, 2011 PLUM hearing, as well as several additional changes.

- The Sign District provisions have been clarified to state that sign credits are transferrable from the holder of the credits to other parties.
- The Sign District provisions contain an exception from the sign reduction requirement for off-site signs used to incentivize blight reduction within a National Register Historic District, when such signs comply with the Secretary of the Interior's Standards for the Treatment of Historic Properties.
- The removal of the definition of "Donor Sign", which could not be defined without reference to sign content, and which had been the subject of concern by some neighborhood representatives.
- The addition of definitions of new sign types that may be allowed within Sign Districts or Comprehensive Sign Programs.
- The "interior sign exception" under Section 14.4.3 A has been modified to contain more specific language describing the way in which interior signs must be enclosed, and to include a stipulation that the sign face and illumination not be visible from any property other than the subject property. This revision prevents potential environmental impacts from off-site digital displays that would be difficult to mitigate.
- The allowance for wall signs to extend over windows and other building openings with Fire Department approval is proposed to be limited to Sign Districts and Comprehensive Sign Programs.
- The eligibility restriction for Comprehensive Sign Programs in Specific Plans is proposed to be extended to Supplemental Use Districts, to include Community Design Overlays.
- The visibility restrictions for off-site signs in Comprehensive Sign Programs are proposed to specify that the sign face and sign illumination not be visible from any property other than the subject property.
- A series of technical corrections recommended by the Department of Building and Safety, relating to roof sign height, building frontage, freeway exposure, sign area on signs with multiple faces, and penalty grace periods.
- The revision, per a revised analysis of processing times and labor costs, of the fee for a Comprehensive Sign Program, to \$31,316.

New Technical Corrections and Clarifications

The revised ordinance also incorporates new technical corrections and clarifications brought to light since the August 9, 2011 PLUM hearing, as follows:

- The PF zone was removed from the Sign District eligibility criteria for land designated Regional Center or Regional Commercial, because this zone does not occur in these land use designations.
- The eligibility criteria for Sign Districts has been clarified to state that the required 5,000 linear feet of street frontage does not all need to be in one straight line.
- The definition for "off-site sign" has been clarified to phrase it in the positive rather than the "double-negative", and to make it easier to understand.
- The Administrative Civil Penalty provisions have been clarified to state that penalties will begin fifteen days after the effective date shown on the order to comply, unless the violation is corrected or the sign copy is removed by that time, in line with the intent of the previous proposal.
- The provisions for A & R zones now specify that these signs cannot be moving, flashing or digital, a carryover from existing regulations that was previously overlooked. In addition, a limitation on "garage sale" signs is recommended for removal because it refers to sign content.
- The provisions for the reconstruction or re-creation of signs on historic buildings have been clarified to state that such signs shall retain any applicable non-conforming rights.

Items for which Reports Back to PLUM were Directed

Mapping of Off-Site Signs

At the previous PLUM hearing, Planning staff was directed to look into the possibility of mapping the locations of all off-site signs, using data provided by the Department of Building and Safety, in order to help inform the Sign Reduction programs associated with Sign Districts. Staff reviewed the data and found that a citywide map based on the address locations of all off-site signs would be fairly simple to produce. Planning could produce a one-time map based on current data received from the Department of Building and Safety (DBS), or DBS could produce the same map if updates would be required to keep the map current, since that Department manages the off-site sign database.

In addition, this data could be fed into ZIMAS (Planning's Zoning Information and Map Access System) to enable anyone to access information on specific off-site signs, including sign area / square footage, sign dimensions, the sign company that owns the sign, date inspected, and permit compliance status. Again, there is an option here -- Planning could do periodic updates, perhaps monthly, using data delivered by DBS; or DBS could perform more frequent or real-time updates using the data that they manage.

The DBS data does not give a specific location on the property, only the address. Identifying specific locations for all the signs in the inventory, using satellite imagery, would likely cost around \$50,000, based on an estimate the Planning Department received from a consultant several years ago.

Sign Unit Funding and Work Program

At the last PLUM hearing, staff presented a proposal for a new Sign Unit that would further develop several key aspects of the City's sign regulations, which cannot be completed with current staffing levels. In light of the City's current budget constraints, the Chief Legislative Analyst (CLA) has advised that it would be possible for the Sign Unit to be funded by private donations to a Sign Unit Trust Fund, with any contributions over \$5,000 and all expenditures subject to approval through a public hearing process before the City Council. Under such a system, donors could request conditions for the use of the funds, but the City Council could accept or reject these conditions. Donors would have no authority to determine the methodology, results, or recommendations of the Sign Unit or its consultants, or to influence the selection of the consultants.

As detailed in the Planning Department's July 22, 2011 report to PLUM, the additional topics to be investigated by the Sign Unit are recommended to include the items listed below. The Sign Unit's final work program would be subject to approval by the City Council.

Off-site sign permit issues: For off-site signs constructed before the citywide ban, it can be difficult to determine whether the sign should be considered "legal", particularly when the old permits are missing or non-specific. This issue needs to be studied to determine whether a fair set of rules can be developed for the consideration of such signs.

Sign reduction and relocation. Already practiced in some cities, this concept involves the removal of existing off-site signs in exchange for the construction of new off-site signs in specified locations. The proposed sign ordinance includes such a process for Sign Districts, but the question would be whether such a "sign trade" system could be established on a wider basis or citywide.

Revenue generation. This concept could allow for the installation of off-site signage on City-owned properties, with a portion of the sign's revenue going to the City. This idea would need to be studied carefully from both a financial and a legal standpoint, as well as in regard to the potential impacts on neighborhoods surrounding City properties.

Further regulation of digital displays. The proposed ordinance contains three provisions that pertain to digital displays – brightness, message duration, and message transition. In addition, there are other aspects of digital signage that should be regulated, such as size, spacing and number of signs. In addition to developing these regulations, the Sign Unit would review the efficacy of the first three digital display standards, if they are approved; and would also review the upcoming federal study on driver safety near digital billboards for potential applications to Los Angeles.

Freeway Exposure. The proposed ordinance retains the existing restrictions on signs that are primarily visible from freeways, which was extensively litigated but upheld by the courts. However, because there have been difficulties in enforcing and interpreting these provisions, they should be further studied by the Sign Unit.

Signs Affected by Settlement Agreements. The settlement agreements that authorized the installation of off-site signs, including off-site signs with digital displays, were recently invalidated in court. The case is now on appeal. A method needs to be developed to deal legislatively with the existing digital signs authorized by the settlement agreements, in a way that is fair and does not harm the city's sign ordinance or visual environment.

Combined signs among adjacent properties. This concept involves combining on-site signs among adjacent properties, in a way such that they are not considered off-site signs, as is the case under current regulations. This matter would need to be studied to ensure that any additional allowances would not create a "loophole" that could lead to unintended consequences.

Items for the Next Report Back to PLUM

Staff recommends that the following items be included in the Planning Department's next report back to PLUM, which would coincide with PLUM's consideration of the City Attorney's review of the proposed ordinance.

Brightness of Digital Displays

The previously proposed ordinance included brightness limits of 3,500 candelas per square meter during the day and 600 candelas per square meter at night, consistent with the standards recently studied and adopted for the Wilshire Grand project. Several sign company representatives subsequently questioned the daytime standard as potentially being too low. Staff then learned that the brightness standard adopted by the State of New York is 5,000 candelas per square meter during the day and 280 candelas per square meter at night.

Over the upcoming weeks, staff will conduct additional research to determine whether revisions are necessary to the day and night brightness standards. After the research is completed, staff will also determine whether automatic dimming should be required for all digital displays, and whether the Department of Building and Safety should purchase equipment for the measurement of brightness in candelas per square meter, or require that applicants submit measurements performed by approved testing agencies. Any brightness-related revisions can be incorporated into the City Attorney's review of the proposed ordinance, and should be considered by PLUM before forwarding to the full City Council.

Violation Appeal Hearings

In order to optimize efficiency and consistency for Sign Code violation and penalty appeal hearings, staff will look further into the idea of contracting with Administrative Law Judges to conduct these hearings. The Administrative Law Judges could potentially be funded through the collection of a special fee for Sign Code violation appeals.

Sign Adjustments for Off-Site Signs

Some existing off-site signs that were legally constructed prior to the city's ban on off-site signs may have slight deviations from their original permits. Staff is looking into the possibility that limited deviations could be considered from the original permits of existing off-site signs, through the proposed Sign Adjustment process. Such deviations would only apply to existing, legally permitted signage, and would not apply to alterations of existing off-site signs.

Sign Unit Budget

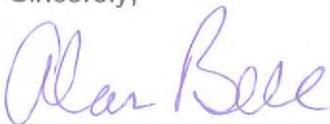
Staff will also report back to PLUM with information on the budget that would be needed to establish and operate the Sign Unit.

Conclusion

The attached revisions further refine the proposed sign regulations, in response to direction from PLUM as well as substantial input from neighborhood and community representatives, business and sign company representatives, and City staff. These revisions are intended to provide a balance among competing perspectives, enabling commerce and economic activity while protecting neighborhoods from the potential adverse impacts of signage. Planning staff looks forward to continued discussions with all concerned stakeholders and City agencies to create a final ordinance that significantly improves and modernizes the way the City regulates signage.

Questions about this report may be directed to me at (213) 978-1272 or alan.bell@lacity.org, or Daisy Mo of my staff at (213) 978-1338 or daisy.mo@lacity.org.

Sincerely,



ALAN BELL, AICP
Deputy Director of Planning

Attachments:

1. Proposed Citywide Sign Ordinance (strikeout/underline version)
2. Proposed "Grandfathering" List

Changes from the July 22, 2011 Planning Department proposal are in ~~strikeout~~ and underline, and **highlighted**.

ORDINANCE NO. _____

A proposed ordinance amending Sections 11.5.7, 12.05, 12.21, 12.22, 12.23, 13.11 and Article 4.4 of Chapter 1 of the Los Angeles Municipal Code to enact new criteria for the establishment of sign districts; create new relief provisions for certain deviations from the sign regulations; establish administrative civil penalties for violations of the sign regulations; and enact related technical corrections and other measures to control the potential impacts of signs on traffic safety and the visual environment.

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

Section 1. Section 11.5.7 of Article 1.5 of Chapter 1 of the Los Angeles Municipal Code is amended by adding a new Subsection K to read:

K. Sign Regulations. A specific plan shall not permit any of the signs prohibited by Section 14.4.4 C of this Code. Any sign regulations included in a specific plan may be more restrictive and may not be more permissive than the sign regulations set forth in Article 4.4 of Chapter 1 of this Code or in Article 7 of Chapter 5 of this Code.

Sec. 2. Subparagraph (2) of Paragraph (a) of Subdivision 16 of Subsection A of Section 12.05 of the Los Angeles Municipal Code is deleted.

Sec. 3. Subdivision 7 of Subsection A of Section 12.21 of the Los Angeles Municipal Code is deleted.

Sec. 4. Paragraph (c) of Subdivision 3 of Subsection B of Section 12.21.1 of the Los Angeles Municipal Code is deleted.

Sec. 5. Subparagraph (6) of Paragraph (a) of Subdivision 23 of Subsection A of Section 12.22 of the Los Angeles Municipal Code is amended to read:

(6) Signs.

- i. In addition to the requirements set forth in Article 4.4 of this chapter, no person shall erect on the lot or lots the following signs, as defined in Section 14.4.2 of this Code, unless a Sign Adjustment is obtained per Section 14.4.22 of this Code: pole signs; projecting signs; or roof signs.
- ii. Monument signs and information signs shall be located only within the landscape-planted areas of the lot or lots.

Sec. 6. Subparagraph (5) of Paragraph (b) of Subdivision 23 of Subsection A of Section 12.22 of the Los Angeles Municipal Code is amended to read:

(5) **Covenant.** Prior to the issuance of a building permit or land use permit, the owner of the lot or lots shall execute and record a covenant and agreement in a form satisfactory to the Director of Planning, acknowledging that the owner shall implement each of the conditions set forth in Paragraph (b) of this subdivision, and shall not permit the establishment of any uses enumerated in Section 12.24 W 27 of this Code without first obtaining a conditional use approval. The covenant and agreement shall run with the land and be binding upon the owners, and any assignees, lessees, heirs, and successors of the owners. The City's right to enforce the covenant and agreement is in addition to any other remedy provided by law.

Sec. 7. Subsubparagraph (iii) of Subparagraph (1) of Paragraph (c) of Subdivision 23 of Subsection A of Section 12.22 of the Los Angeles Municipal Code is amended to read:

- iii. All signs proposed to be located on the site comply with Paragraph (a)(6) of this subdivision; and

Sec. 8. Subparagraph (6) of Paragraph (a) of Subdivision 28 of Subsection A of Section 12.22 of the Los Angeles Municipal Code is amended to read:

(6) **Signs.**

- i. In addition to the requirements set forth in Article 4.4 of this chapter, no person shall erect a pole sign or projecting sign, as defined in Section 14.4.2 of this Code, on the lot or lots unless a Sign Adjustment is obtained per Section 14.4.22 of this Code.
- ii. Monument signs and information signs may only be located within the landscape-planted areas of the lot or lots.

Sec. 9. Paragraph (j) of Subdivision 20 of Subsection C of Section 12.22 of the Los Angeles Municipal Code is deleted.

Sec. 10. Subdivision 3 of Subsection C of Section 12.23 of the Los Angeles Municipal Code is deleted.

Sec. 11. Section 91.6216.4.3 ~~of Division 62 of Article 1 of Chapter 9~~ of the Los Angeles Municipal Code is hereby amended to read:

91.6216.4.3. The alteration, repair or rehabilitation of any existing sign or sign support structure that exceeds 50 percent of the replacement cost of both the sign and sign support structure must comply with all the requirements of this Code.

EXCEPTION: If the sign or sign support structure is a qualified historical structure, then the applicant may ~~utilize~~ comply with the California Historical Building Code ~~if desired, in which case the California Historical Building Code shall govern and not~~ in lieu of Division 62 of this Code.

Sec. 12. Section 13.11 of the Los Angeles Municipal Code is hereby amended to read:

A. Purpose. This section sets forth procedures, guidelines and standards for the establishment of "SN" Sign Districts. The purpose of the Sign District is to facilitate the creation of a unique quality, theme or character within districts that have a distinctive regional identity and that serve as regional destinations or hubs of commerce, culture, entertainment or international transport. The creation of a unique quality, theme or character will be supported by a design or architectural theme that is compatible with the surrounding environment. A further purpose of the Sign District is to improve the visual environment of the City ~~eliminate blight or improve aesthetics or traffic safety.~~ through a net reduction in signage

B. Establishment of Districts.

1. The procedures set forth in Section 12.32 S of this Code shall be followed; however, each Sign District shall only include properties that are:

- a. In an area designated on an adopted community plan as "Regional Center" or "Regional Commercial"; and also zoned C, PF or R5; or
- b. Located in the area of the Los Angeles International Airport (LAX) Specific Plan or of the Port of Los Angeles Plan, if such plan authorizes off-site signage through a Sign District; or
- c. Located in the "Greater Downtown Housing Incentive Area," as defined in Section 12.03 of this Code; and also zoned M, C, PF, or R5.

2. Any Sign District shall contain at least 5,000 linear feet of street frontage or 15 acres in area. For purposes of applying this provision, "street frontage" shall be as defined in Section 14.4.2 of this Code, and "linear feet" does not mean that all street frontage must be in one straight line. a "block" shall follow the definition of "block face" in Section 13.09 of this Code.

3. The boundaries of a Sign District shall not:

- (a) abut an RW1 zone or a more restrictive zone; or
- (b) abut a major highway or secondary highway identified as a scenic highway as designated on an adopted community plan; or
- (c) be established within 500 feet of an ecological preserve, as defined by California Fish and Game Code Section 1584.

4. In addition to the findings required by Section 12.32 C 2 of this Code, the findings below shall be made in establishing a Sign District. The review of an initial Sign District, or any amendment to an approved Sign District, shall not consider the content or message of any proposed signs.

a. The area of the proposed Sign District comprises an existing or future district with a unique regional identity that serves or will serve as a regional destination or hub of commerce, culture, entertainment, or international transport; and

b. The area of the proposed Sign District possesses a unique quality, theme or character, or zoning regulations have been ~~established that are intended~~ **or are being** established to create a unique quality, theme or character; and

c. The proposed signs include special design or architectural attributes that support the maintenance or creation of the Sign District's unique quality, theme or character; and

d. The proposed design or architectural attributes of the proposed signage are compatible with the surrounding environment. Compatibility shall be determined by the relationships of the elements of form, proportion, scale, color, materials, surface treatment, overall sign size and the size and style of lettering. The surrounding environment shall be comprised of other nearby signs, other elements of street and site furniture, and adjacent properties; and

e. If the Sign District provides an exception to the citywide ban on off-site signs or any other provision of the citywide sign regulations, the ban or other provision will continue to directly advance the purposes of aesthetics and traffic safety despite the exception; and

f. Any aesthetic or traffic safety harm resulting from allowing signs that would otherwise be prohibited or restricted by the citywide ban on off-site signs or other provision of the citywide sign regulations, is outweighed by the elimination of blight, or the improvement of aesthetics

or traffic safety, resulting from development within establishment of the Sign District.

5. The total acreage in a Sign District shall include contiguous parcels of land, which may only be separated by public streets, ways, alleys or other physical features. Precise boundaries are required at the time of application for or initiation of an individual district.

C. Sign Reduction and Community Benefits.

1. General Requirements. Sign Reduction. If the ordinance establishing the Sign District allows off-site signs, which are otherwise prohibited by Section 14.4.4 C 9 of this Code, then the ordinance shall:

a. Identify the boundaries of a "sign impact area," which shall have at least one boundary adjacent to the Sign District.

b. Require, at a minimum, that every square foot of sign area of a new off-site sign be offset by a reduction of more than one square foot of existing off-site sign area, within either the Sign District or the "sign impact area", unless a Community Benefits Program has been approved for the Sign District as outlined in Paragraph 2 below.

c. Require that any application for reduction of off-site sign area include the notarized signature of the owner of the property on which the sign is located.

d. Credits for removal of an off-site signs shall be awarded assigned to the owner of the property owner from which the off-site sign has been removed. Such credits can then be used to acquire rights to establish new off-site signage. The holder of sign credits may transfer them to another person or entity.

e. Sign reduction shall not be required in Sign Districts where off-site sign rights are being used to incentivize blight reduction through the rehabilitation of buildings within a National Register Historic District and approved signs have been determined by the City's Office of Historic Resources to comply with the Secretary of the Interior's Standards for the Treatment of Historic Properties. In such Sign Districts, off-site sign rights may be granted only after the completion of a rehabilitation project, as that term is defined in the ordinance that creates the Sign District.

f. The sign reduction requirement established by this subsection shall only be met through the demolition of existing, legally permitted off-site signs, including nonconforming off-site signs, in existence as of the effective date of the ordinance establishing the Sign District. The

reduction in existing sign area shall be accomplished prior to issuance of a building permit for the new off-site sign. The applicant shall obtain the required demolition permits from the Department of Building and Safety prior to any demolition work.

2. **Community Benefits Program.** If the decision-maker finds that the full amount of required sign reduction for a proposed Sign District is infeasible or impractical, all or a portion of the sign reduction requirement may be replaced by one or more of the Community Benefits Measures listed below. Such measures shall be implemented within either the Sign District or the "sign impact area", and shall be administered by a Business Improvement District (BID) or other administrative entity.

a. **Community Benefits Measures**

1. **Sidewalk widening and landscaping.** The widening and repaving of the sidewalk and narrowing of the adjacent roadway shall include permanent public landscaping integrated into the sidewalk, the roadway median, or both.
2. **Undergrounding of utilities.** Such undergrounding shall include all visible utilities within a defined area, to include electric, phone and cable wiring and the removal from view of all associated poles, boxes and other equipment.
3. **Streetscape Improvements.** Such improvements shall be planned and adopted through a Streetscape Plan.
4. **Lighting Improvements.** Such improvements shall be planned and adopted through a Lighting District.
5. **Public Art/Mural Program.** The permanent installation of public art or murals shall be subject to approval by the Cultural Affairs Department.
6. **Public parking structures to serve pedestrian centers.** Such public parking structures must serve a significant number of commercial, employment, and/or residential destinations that are easily accessible via a short walk from the parking structure.
7. **Façade Improvements.** Such improvements to building facades may include repair or replacement of old or worn building surfaces, grill work, paint, and signage.
8. **Other Improvements.** Such improvements will be of a permanent nature and will directly eliminate blight or improve aesthetics or traffic safety within either the Sign District or the "sign impact area".

b. A Community Benefits Program shall include only those Community Benefits Measures directly attributable to the establishment of the new Sign District. No credit for community benefits shall be granted for

measures already implemented or that would be implemented even if no Sign District were established.

c. In approving a Community Benefits Program, the decision-maker must find that the Community Benefits Measures in concert with the approved sign reduction requirement, if any, provide a public benefit substantially equivalent to the sign reduction requirement specified in Section 13.11 C1b above.

d. All approved Community Benefits Measures must be implemented before any sign permit may be issued for new signs allowed in conjunction with the Community Benefits Program.

D. Sign Regulations. The ordinance establishing the "SN" Sign District may be ~~less restrictive or~~ more restrictive than the sign regulations set forth in Article 4.4 of this chapter. The ordinance may also be less restrictive than Article 4.4 and, as such, may allow signs prohibited by that article. In no case, however, may such an ordinance ~~but may not~~ be less restrictive than Article 7 of Chapter 5 of this Code. If all or a portion of a defined geographic area is governed by both a specific plan and an "SN" Sign District, the "SN" Sign District regulations applicable to that area shall not conflict with or supersede the specific plan's special sign regulations applicable to the same area. ~~An "SN" Sign District may only authorize sign types defined in Section 14.4.2 of this Code.~~ Only signs as defined in Section 14.4.2 of this Code may be permitted in a Sign District.

E. Conformance. The Department of Building and Safety shall not issue a building permit for a sign within an "SN" Sign District unless the sign conforms to the regulations set forth in a specific "SN" Sign District ordinance.

F. Administration.

1. The procedures to administer an "SN" Sign District shall be the specific plan procedures set forth in Section 11.5.7 of this Code, except that the findings for a Specific Plan Exception for signage shall be the same as the findings for a Sign Variance, the findings for a Project Permit Adjustment for signage shall be the same as the findings for a Sign Adjustment, and the findings for Project Permit Compliance Review for signage shall be as follows:

a. All proposed signage complies with the applicable regulations of this Sign District.

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

2. For any signage request within a Sign District as identified in Paragraph 1 of this Subsection, the following additional finding shall be used solely to condition an approval and shall not be used to deny a project:

- a. All existing and proposed signs are appropriately scaled to the architectural character of all buildings and structures on the lot.
- b. All existing and proposed signs result in a complementary enhancement to the architecture on the lot.
- c. All existing and proposed signs result in a visually uncluttered appearance.

Sec. 13. Article 4.4 of Chapter I of the Los Angeles Municipal Code is amended to read:

ARTICLE 4.4

SIGN REGULATIONS

| Section | |
|---------|---|
| 14.4.1 | Purpose |
| 14.4.2 | Definitions |
| 14.4.3 | Application |
| 14.4.4 | General Provisions |
| 14.4.5 | Freeway Exposure |
| 14.4.6 | Information Signs |
| 14.4.7 | Monument Signs |
| 14.4.8 | Projecting Signs |
| 14.4.9 | Wall Signs |
| 14.4.10 | Illuminated Architectural Canopy Signs |
| 14.4.11 | Pole Signs |
| 14.4.12 | Roof Signs |
| 14.4.13 | Window Signs |
| 14.4.14 | Marquee Signs |
| 14.4.15 | Temporary Signs |
| 14.4.16 | Temporary Signs on Temporary Construction Walls |
| 14.4.17 | Off-Site Signs |
| 14.4.18 | Awning Signs |
| 14.4.19 | Digital Displays |
| 14.4.20 | Vintage Art Murals |
| 14.4.21 | Signs in A and R Zones |
| 14.4.22 | Sign Adjustments |
| 14.4.23 | Sign Variances |

- 14.4.24 Comprehensive Sign Programs
- 14.4.25 Continuation of Nonconforming Signs
- 14.4.26 Violations and Civil Penalties
- 14.4.27 Recovery of Costs

SEC. 14.4.1. PURPOSE.

The purpose of this article is to promote public safety and welfare by regulating signs in keeping with the following objectives:

- A. That the design, construction, installation, repair and maintenance of signs will not interfere with traffic safety or otherwise endanger public safety.
- B. That the regulations will provide reasonable protection to the visual environment by controlling the size, height, spacing and location of signs.
- C. That both the public and sign users will benefit from signs having improved legibility, readability and visibility.
- D. That consideration will be given to equalizing the opportunity for messages to be displayed.
- E. That adequacy of message opportunity will be available to sign users without dominating the visual appearance of the area.
- F. That the regulations will conform to judicial decisions, thereby limiting further costly litigation and facilitating enforcement of these regulations.

SEC. 14.4.2. DEFINITIONS.

The definitions of the following terms shall apply to this article. Other terms used in this article shall have the meanings set forth in Section 12.03 of this Code, if defined in that section.

Aerial View Sign. A sign that is applied or placed upon the roof surface, approximately parallel with the roof plane, and intended to be viewed from the sky. This type of sign may only be allowed through a Sign District or Comprehensive Sign Program.

Architectural Ledge Sign. A wall 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. A sign displayed on a canopy that projects over a deck, door, or window of a building.

Bisecting Line. A line that equally divides the angle created by the projection of intersecting lot lines of a lot adjoining the street of a corner lot as illustrated in Diagram C of this article.

Building Face. The general outer surface, not including cornices, bay windows or architectural projections, of any exterior wall of a building.

Building Frontage. The projection of the exterior building walls upon the street used for street frontage, as measured perpendicular to the edge of the street. For walls that are not parallel to the street, the building frontage shall be measured along the wall that, other than open parking spaces, has direct and unimpeded access to the street.

Building Line. A line established on a property as defined in Section 91.202 of this Code.

Can Sign. A wall 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. This type of sign may only be allowed through a Sign District or Comprehensive Sign Program.

Channel Letters. Individually cut letters, numbers or figures, illuminated or non-illuminated, affixed to a building or structure.

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

Donor Sign. A sign that recognizes a donor to the establishment located on the property where the sign is located.

Exterior Sign. A sign that is displayed on any exterior surface of a building or structure or is otherwise outdoors.

Freeway. A highway in respect to which the owners or those in possession of abutting lands have no right or easement of access to or from their abutting lands or in respect to which the owners have only limited or restricted right or easement of access, and which is declared to be a freeway, in compliance with the Streets and Highways Code of the State of California.

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

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

Illuminated Architectural Canopy Sign. An enclosed illuminated canopy listed in accordance with the National Electrical Code that is attached to the wall of a building with the face of the sign approximately parallel to the wall and with the message integrated into its surface.

Inflatable Device. A sign that is a cold air inflated object, which may be of various shapes, made of flexible fabric, resting on the ground or structure and equipped with a portable blower motor that provides a constant flow of air into the device. Inflatable devices are restrained, attached, or held in place by a cord, rope, cable or similar method. The term inflatable device shall not include any object that contains helium, hot air or a lighter-than-air substance.

Information Sign. A sign that is limited to a message giving directions, instructions, menus, selections or address numerals.

Main Traveled Roadway of a Freeway. The portion of a freeway, including interchange roadways connecting one freeway with another, which is designed for the movement of large volumes of vehicular traffic, efficiently and safely at high speed, but not including service roadways, landscape areas, or ingress or egress ramps connecting the freeway with other streets.

Marquee Sign. A sign displayed on a roof-like structure that projects over the entrance to a building or structure.

Monument Sign. A freestanding sign that is erected directly upon the existing or artificially created grade, or that is raised no more than 12 inches from the existing or artificially created grade to the bottom of the sign, and that has a horizontal dimension equal to or greater than its vertical dimension.

Off-Site Sign. A sign ~~that is not used to~~ any portion of which is used to advertise business conducted, services rendered or goods produced or sold ~~on the lot~~ at a location other than the lot upon which the sign is placed.

On-Site Sign. A sign that is used exclusively to advertise business conducted or services rendered or goods produced or sold on the lot upon which the sign is placed.

Perpendicular Line. A straight line between the point on a sign face that is closest to the street and the point where the line intersects the street lot line at a 90 degree angle, as illustrated in Diagram C of this article.

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. This type of sign may only be allowed through a Sign District or Comprehensive Sign Program.

Pole Sign. A freestanding sign that is erected or affixed to one or more poles or posts and that does not meet the requirements of a monument sign.

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.

Projection. The distance by which a sign extends beyond the building face.

Roof Sign. A sign erected upon a roof of a building.

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. This type of sign may only be allowed through a Sign District or Comprehensive Sign Program.

Sign. Any whole or part of a display board, wall, screen or object, used to announce, declare, demonstrate, display or otherwise present a message and attract the attention of the public.

Sign Area. An area circumscribed by the smallest geometric shape created with a maximum of eight straight lines, which will enclose all words, letters, figures, symbols, designs and pictures, together with all framing, background material, colored or illuminated areas and attention-attracting devices, forming an integral part of an individual message except that:

1. Wall signs having no discernible boundary shall have the areas between letters, words intended to be read together and any device intended to draw attention to the sign message included in any computation of surface area.
2. For spherical, cylindrical or other three-dimensional signs the area of the sign shall be computed from the smallest two-dimensional geometrical shape or shapes, which will best approximate the greatest actual surface area visible from any one direction.

Sign Face. The surface upon which the sign message is placed.

Sign Support Structure. A structure of any kind or character, erected, used or maintained for a sign upon which any poster, bill, printing, painting, projected image or other message may be placed.

Street Frontage. The length of a line separating a lot from one street.

Temporary Construction Wall. A wooden fence or wooden barrier that provides protection for pedestrians and is erected and maintained on the perimeter of a construction or demolition site pursuant to Section 3303 and 3306 of the California Building Code (CBC).

Temporary Sign. Any sign that is to be maintained for a limited duration, including paper signs and other signs that are not permanently affixed to the ground or building.

Wall Sign. A sign on the wall of a building or structure, with the exposed face of the sign in a plane approximately parallel to the plane of the wall, that has been attached to, painted on, or erected against the wall; projected onto the wall; or printed on any material which is supported and attached to the wall by an adhesive or other materials or methods.

Window. An operable or inoperable opening constructed in a wall or roof that admits light or air to an enclosure and is often framed and spanned with glass or other translucent material.

Window Sign. A sign that is attached to, affixed to, leaning against, or otherwise placed within six feet of a window or door in a manner so that the sign is visible from outside the building. The term window sign shall not include the display of merchandise in a store window.

SEC. 14.4.3. APPLICATION.

A. **Scope.** All exterior signs and sign support structures not located entirely in the public right-of-way shall conform to the requirements of this article ~~and all other applicable provisions of this Code, to include~~ and Article 7 of Chapter 5 of this Code.

EXCEPTION: ~~Signs or sign support structures shall not be considered exterior if they face an interior court bounded on all sides by one or more non-translucent buildings or walls on the property, and no sign is higher than any of the surrounding buildings or walls or is visible from any public right of way or adjacent property.~~ A sign or sign support structure shall be considered interior and not exterior if it is enclosed by permanent, opaque architectural features on the project site such as building walls, freestanding walls, roofs, or overhangs.

where such features may have necessary openings for ingress and egress; provided that the sign face and any sign illumination are not visible from any public right of way or any property other than the subject property.

B. On-Site Signs. Information signs, monument signs, projecting signs, wall signs, illuminated architectural canopy signs, pole signs (not including pole signs permitted by Section 14.4.17 of this Code), window signs, marquee signs and awning signs may only display on-site or noncommercial messages. The following provisions of this Code, as applicable, shall apply to on-site signs: Sections 14.4.4; 14.4.5; 14.4.6; 14.4.7; 14.4.8; 14.4.9; 14.4.10; 14.4.11; 14.4.12; 14.4.13; 14.4.14; 14.4.18; 14.4.19; 14.4.20; 14.4.21; 14.4.22; 14.4.23; 14.4.24; 14.4.25; 14.4.26; 14.4.27; 91.6205; 91.6207; and 91.6216.

C. Off-Site Signs. Pole signs conforming to the regulations set forth in Section 14.4.18 of this Code and other legally existing non-conforming off-site wall and off-site roof signs may display off-site or noncommercial messages. The following Sections of this Code, as applicable, shall apply to off-site signs: 14.4.4; 14.4.5; 14.4.17; 14.4.22; 14.4.25; 14.4.26; 14.4.27; 91.6205; 91.6206; and 91.6207.

D. Temporary Signs. Temporary signs may display off-site, on-site or noncommercial messages. The following sections of this Code, as applicable, shall apply to temporary signs: 14.4.4; 14.4.5; 14.4.15; 14.4.16; 14.4.21; 14.4.24; 14.4.26; 14.4.27; 91.6205; and 91.6207.

E. Zones.

1. Signs are allowed on any lot in the A1, A2, RA, RE, RS, R1, RU, RZ, RW1, R2, RD, RMP, RW2, R3, R4 or R5 zones, provided that these signs comply with the provisions of the following sections of this Code, as applicable: 14.4.4; 14.4.5; 14.4.6; 14.4.9; 14.4.11; 14.4.15; 14.4.16; 14.4.18; 14.4.21 and 14.4.25.

2. Signs are allowed on any lot in a RAS or other A or R zone where C or M uses are permitted by right; on any lot in an A or R zone where the use was permitted pursuant to Section 12.24 or Section 12.27 of this Code; and on any lot in the C, M, OS, PF or SL zones; provided that these signs comply with the requirements of the zone and with the provisions of the following sections of this Code, as applicable: 14.4.4; 14.4.5; 14.4.6; 14.4.7, 14.4.8, 14.4.9; 14.4.10, 14.4.11; 14.4.12, 14.4.13, 14.4.14; 14.4.15; 14.4.16; 14.4.18; 14.4.19; 14.4.20; and 14.4.25.

3. Signs are allowed on any lot in the P and PB zones, provided that these signs comply with all applicable provisions of this article and Section 12.12.1 of this Code.

4. A sign located on a lot comprised of two or more zones shall be regulated by the provisions of this article applicable to the zone where the sign is located.

F. Relationship to Other Provisions of this Code. If the provisions of this article are different from, more restrictive than or more permissive than any other provisions of this Code related to signs, then the provisions of this article shall prevail and supersede those provisions.

SEC. 14.4.4. GENERAL PROVISIONS.

A. Authorized Signs. Only the signs defined in and regulated by this article and no others are allowed. It shall be unlawful for any person to erect, construct, install, enlarge, alter, repair, move, remove, convert, demolish, use or maintain any sign or sign support structure, or cause or permit those actions to be done, in violation of any of the provisions of this article.

B. Ideological and Political Signs. No provision of this article shall prohibit an ideological, political or other noncommercial message on a sign otherwise allowed by this article.

C. Prohibited Signs. Signs are prohibited if they:

1. Contain obscene matters, as defined in Section 311 of the Penal Code of the State of California.
2. Contain or consist of posters, pennants, banners, ribbons, streamers, spinners, or similar devices, except as permitted by Sections 14.4.15 and 14.4.16 of this Code.
3. Contain flashing, mechanical and strobe lights in conflict with the provisions of Sections 80.08.4 and 93.0107 of this Code.
4. Are revolving and where all or any portion rotate at greater than six revolutions per minute.
5. Are tacked, pasted or otherwise temporarily affixed on the walls of buildings, barns, sheds, trees, poles, posts or fences, except as permitted by Sections 14.4.15 and 14.4.16 of this Code.
6. Are affixed to any vehicle or trailer on private property if the vehicle or trailer is not otherwise used in the business and the sole purpose of attaching the sign to the vehicle or trailer is to attract people to a place of business.
7. Emit audible sounds, odor or visible matter.

8. Use human beings, live animals, animated figures, motion pictures, or continuous motion in connection with any sign.

9. Are off-site signs, including off-site digital displays, except when off-site signs are specifically permitted pursuant to a Sign District, a Comprehensive Sign Program, or a relocation agreement entered into pursuant to California Business and Professions Code Section 5412. This prohibition shall also apply to alterations, enlargements or conversions to digital displays of legally existing off-site signs, except for alterations that conform to the provisions of Section 91.6216 and all other requirements of this Code.

10. Are inflatable devices.

D. Prohibited Locations.

1. No sign or sign support structure shall project into any public alley, except that a sign or sign support structure above a height of 14 feet may project no more than six inches into a public alley.

2. No sign or sign support structure shall be located less than six feet horizontally or 12 feet vertically from overhead electrical conductors, which are energized in excess of 750 volts. The term "overhead electrical conductors" as used here shall mean any electrical conductor, either bare or insulated, installed above ground, except electrical conductors that are enclosed in iron pipe or other material covering of equal strength. Arcs of six foot radius may be used to define corners of prohibition area.

3. No sign or sign support structure shall be erected in a visibility triangle as defined by Sections 12.21 C 7 and 62.200 of this Code.

4. No sign or sign support structure shall be located within two feet of the curb or edge of any roadway, as measured horizontally.

5. Under no circumstances shall a sign obstruct the free operation of a door or window, or ingress or egress through a door or window.

E. Maintenance.

1. **Appearance.** Every sign shall be maintained in a clean, safe and good working condition, including the replacement of defective parts, defaced or broken faces, lighting and other acts required for the maintenance of the sign. The display surfaces shall be kept neatly painted or posted and free of graffiti at all times.

2. **Debris Removal.** The base of any sign erected on the ground shall be kept clear of weeds, rubbish or other combustible material at all times.

3. **Abandoned Signage.** Ninety days after the cessation of a business activity, service or product, the related signs shall be removed, or the face of the signs shall be removed and replaced with blank panels or shall be painted out.

F. **Sign Illumination Limitations.** No sign shall be arranged and illuminated in a manner that will produce a light intensity of greater than 0.3 foot candles above ambient lighting, as measured at the property line of the nearest residentially zoned property. Digital displays shall also be subject to the illumination limitations of Section 14.4.19 of this Code.

G. **Combination Signs.** A sign, which is subject to more than one classification, shall meet the requirements for the classification to which each portion is subject.

H. **Flag Lots.** For purposes of this article, flag lots containing less than 50 feet of street frontage shall be allotted 50 feet of street frontage for the purpose of determining the type of sign permitted and for the allowable sign area.

I. **Street Address Numbers.** No sign shall be maintained on any property unless the street address of the property is maintained in accordance with the provisions of Section 63.113 of this Code.

J. Sign Permit Priority Status.

1. To maintain location, area, frontage, or spacing status, signs must be installed within six months of issuance of a building permit or prior to expiration of any permit extension granted by the Department of Building and Safety.

2. Where more than one permit has been issued and the effect of those permits when considered together results in a violation of this article, all permits except the permit with the earlier date and time of issuance shall be invalid.

K. Lots With Multiple Street Frontages. If a lot is a corner lot or other lot with two or more street frontages then the following regulations shall apply:

1. A freestanding sign shall be considered to be located along a particular street if the sign and its support structure are located entirely on the side of the bisecting line closest to that street, and the sign face is placed at the same angle as the perpendicular line or at an angle not to exceed 20 degrees from either side of the perpendicular line as shown on Diagram C of this article.

2. On a through lot, a freestanding sign shall be considered to be located along a particular street if the sign and its support structure are located entirely on that half of the lot closest to the lot line adjoining that street.

L. **Sign Height.** The height of all signs permitted by this article shall be measured as the distance in a straight vertical line from the top of the sign to the

sidewalk grade or edge of roadway grade nearest the sign. No sign may be located at a height that exceeds the height limit above grade established by any land use ordinance, including the height limit established for the underlying zone or height district.

M. Relief. Notwithstanding the provisions of Sections 12.24, 12.27, 12.28 or any other section of this Code, no relief from the sign regulations set forth in this article shall be granted, except as provided by Sections 14.4.22, 14.4.23 and 14.4.24 of this Code.

EXCEPTION: Relief for on-site signs for which plans are submitted pursuant to the procedures set forth in Sections 12.24 M and 12.27 U of this Code may be approved, and a building permit may be issued, provided that the conditional use permit or variance was granted before the effective date of this ordinance, is still valid, and specifically authorized on-site signs or otherwise provided relief from the sign regulations.

N. Replacement of Signs on Historic Buildings. Signs on historic buildings may be reconstructed or re-created if the Department of City Planning's Office of Historic Resources determines that sufficient photographic documentation or a building permit has been submitted to prove that a historic sign once existed at that location, and that the reconstructed or re-created sign will enhance the historic nature of the building or historic district and comply with the Secretary of the Interior's Standards. For the purposes of this section, a "historic building" shall be defined as a building that is a City-designated Historic-Cultural Monument, is listed in or formally determined eligible for listing in the National Register of Historic Places or the California Register of Historical Resources, or is a Contributor in an established Historic Preservation Overlay Zone. Signs reconstructed or re-created pursuant to this provision shall retain any applicable non-conforming rights.

SEC. 14.4.5. FREEWAY EXPOSURE.

A. New Signs. No person shall erect, construct, install, paint, maintain, and no building or electrical permit shall be issued for, any sign or sign support structure within 2,000 feet of a freeway unless the Department of Building and Safety has first determined that the sign will not be viewed primarily from a main traveled roadway of a freeway or an on-ramp/off-ramp. However, at the termination of an off-ramp, any wall sign located along the front line may be viewed primarily from the off-ramp.

The phrase "**viewed primarily from**" shall mean that the message may be seen with reasonable clarity for a greater distance by a person traveling on the main traveled roadway of a freeway or on-ramp/off-ramp than by a person traveling on the street adjacent to the sign.

B. Exemption. The wall signs specified in Subdivisions 1 and 2 below are exempt from the limitation of Subsection A above. These signs shall not have moving parts or any arrangement of lights that create the illusion of movement.

1. Identification signs identifying the building where the sign is located, providing the area of the sign is not more than 50 square feet or is not larger than five percent of the area of the side of the building, which faces primarily to the freeway, whichever is greater; and

2. Wall signs on which the advertising is limited to the name of any person, firm or corporation occupying the building, or the type of business, services rendered, or the name of any product manufactured or sold on the premises. The total area of all wall signs on a building permitted in this subdivision shall not exceed 100 square feet. Any one sign shall not exceed 50 square feet in area.

C. Existing Signs. Within three years of the opening of a freeway to public travel, all signs that existed prior to the opening of the freeway and that are in conflict with the provisions of this section and/or Section 14.4.5 of this Code shall be removed, or shall be rearranged or relocated so as to eliminate any conflict with the provisions of this section and/or Section 14.4.5 of this Code.

The Department of Building and Safety and the Department of Transportation shall determine whether or not the sign or sign support structure is in conflict with the provisions of this section and/or Section 14.4.5 of this Code. If it is determined that any sign or sign support structure is in conflict with any of the provisions of this section and/or Section 14.4.5 of this Code, then the permittee and/or other responsible person shall be advised and shall remove, rearrange or relocate the sign or sign support structure within this three-year period.

D. — Operative Date. ~~This section shall become operative only to the extent that this section is deemed constitutional upon the reversal of the trial court decision in the case of World Wide Rush, LLC v. City of Los Angeles, United States District Court Case No. CV 07-238 ABC.~~

SEC. 14.4.6. INFORMATION SIGNS.

A. **Area.** Information signs shall not exceed 25 square feet in area.

B. **Height.** No information sign shall exceed a height of six feet six inches.

SEC. 14.4.7. MONUMENT SIGNS.

A. **Area.**

1. The sign area of monument signs shall not exceed 1.5 square feet per foot of street frontage on which the signs are located nor a maximum of 75 square feet for the sign face visible to the same direction of traffic.

2. The combined sign area of monument signs, projecting signs, wall signs, illuminated architectural canopy signs, pole signs, roof signs and window

signs shall not exceed four square feet for each foot of street frontage on which the signs are located.

B. Height. Monument signs shall be limited to a maximum overall height of eight feet above sidewalk grade or edge of roadway grade nearest the sign.

C. Location. Monument signs shall be located at least 7.5 feet from interior lot lines and at least 15 feet from any other monument sign, projecting sign or pole sign. The location of monument signs shall not interfere or present a hazard to pedestrian or vehicular traffic.

D. Shape. Monument signs shall have a horizontal dimension equal to or greater than their vertical dimension.

E. Projection. Monument signs shall not project over the roof of a building or over the building line.

SEC. 14.4.8. PROJECTING SIGNS.

A. Permitted. Projecting signs shall not be permitted on a lot having less than 50 feet of street frontage. Lots having a street frontage of at least 50 feet may have a projecting sign for each 200 feet of street frontage or fraction thereof. Projecting signs shall not be permitted for mini-shopping centers and commercial corners unless a Sign Adjustment is granted.

B. Area.

1. The sign area of projecting signs visible to the same direction of traffic shall not exceed 25 square feet plus 1.5 square feet for each foot of street frontage on which the signs are located, up to a maximum sign area of 300 square feet **for one face and 600 square feet on all faces combined**. Any projecting sign located at the street corner of a corner lot may use the greater street frontage in computing area limitations.

2. The combined sign area of projecting signs, wall signs, monument signs, illuminated architectural canopy signs, pole signs, roof signs and window signs shall not exceed four square feet for each foot of street frontage on which the signs are located.

C. Height. A projecting sign shall not be located lower than eight feet above sidewalk grade or edge of roadway grade nearest the sign and shall not extend above the top of the wall.

D. Location.

1. A projecting sign shall be located at least 7.5 feet from any interior lot line.

2. A projecting sign shall be located at least 15 feet from any other projecting sign, monument sign or pole sign.

3. The plane of the sign face of a projecting sign shall be within 15 degrees of being perpendicular to the face of the building, except at the corner of the building.

E. Projection. A projecting sign may project over the building line, but shall not extend beyond the limits shown in Diagram A of this article. Sign projections shall fall within an area that is perpendicular to the building line and has a width of three feet as measured parallel with the building line. In no event, may a projecting sign project more than eight feet from the face of a building.

EXCEPTION: For projecting signs located above a 16-foot height and on a lot having a street frontage greater than 50 feet, projections over the building line may vary linearly from five feet at 50 feet to eight feet at 100 feet of street frontage.

SEC. 14.4.9. WALL SIGNS.

A. Area.

1. For a single-story building, the total sign area of wall signs facing a street shall not exceed two square feet for each foot of street frontage on which the signs are located, plus one square foot for each foot of building frontage along the same street.

2. For buildings more than one story in height, the combined wall sign area shall not exceed that permitted for a single story by more than ten percent for each additional story. In no event, shall the combined wall sign area exceed by 50 percent that area permitted for a single-story building.

3. For wall signs that are made up of individual letters that use the wall of the building as background, the allowable sign area may be increased by 20 percent, provided there is no change in color between the background and the surrounding wall area.

4. The combined sign area of illuminated architectural canopy signs, roof signs and wall signs facing the same direction shall not exceed two square feet for each foot of street frontage on which the signs are located, plus one square foot for each foot of building frontage along the same street.

5. The combined sign area of wall signs, projecting signs, monument signs, illuminated architectural canopy signs, pole signs, roof signs and window signs shall not exceed four square feet for each foot of street frontage on which the signs are located.

B. Height. A wall sign shall not extend above the top of the wall of the building.

EXCEPTION: Where there is less than three feet between the top of the wall and the top of a window, the wall sign may extend above the top of the wall by a maximum of three feet.

C. Location.

1. No wall sign shall be located on a wall that faces and is within five feet of an interior lot line.

2. Wall signs installed on a wall that faces the rear lot line and that is located within 30 feet of property that is zoned R-3 or more restrictive shall not be illuminated.

3. No wall sign shall be placed over the exterior surface of any opening of a building, including its windows, doors, and vents, unless the Fire Department determines that the sign would not create a hazardous condition and the sign is approved through a Sign District or Comprehensive Sign Program.

4. No wall sign shall cross the perimeter of any opening of a building, including its windows, doors, and vents, at any point 24 inches or less of the exterior building face measured perpendicularly to the surface of the opening; unless the Fire Department determines that the sign would not create a hazardous condition and the sign is approved through a Sign District or Comprehensive Sign Program.

D. Projection.

1. No wall sign shall have a projection over any public street, other public property or building line greater than that permitted in Diagram A of this article.

2. No wall sign shall project more than 24 inches from the face of the building. If any message is placed on the edge of a wall sign, then that portion of the wall sign shall be regulated as a projecting sign.

E. High Rise Signs. Any wall signs located over 100 feet above grade shall be used as identification signs only. Identification signs shall comprise no more than 80 percent of the width of that portion of the building where the signs are attached. Notwithstanding the provisions of Subsection A above, the area of these signs may

constitute up to five percent of the area of the wall where the signs are attached and may be in addition to the area permitted in Subsection A above.

F. Parking Lots. Notwithstanding the provisions of Section 14.4.4 C 5 of this article, where a parking lot exists between a wall sign and the street, and there is a fence or freestanding wall between the parking lot and the street, a portion of the total sign area permitted by this section may be used on the fence or freestanding wall located between the parking lot and the street so long as the sign does not project beyond the lot line. The sign shall be restricted to that portion of the fence or freestanding wall between two feet six inches and three feet six inches in height above the finished grade at the base of the fence or freestanding wall generally facing the street.

SEC. 14.4.10. ILLUMINATED ARCHITECTURAL CANOPY SIGNS.

A. Area.

1. The area of illuminated architectural canopy signs shall not exceed two square feet for each foot of street frontage on which the signs are located, plus one square foot for each foot of building frontage along the same street.

2. In applying sign area limits, only the area occupied by the message of the illuminated architectural canopy signs will be used.

3. The combined sign area of illuminated architectural canopy signs, roof signs and wall signs facing the same direction shall not exceed two square feet for each foot of street frontage on which the signs are located, plus one square foot for each foot of building frontage along the same street.

4. The combined sign area of illuminated architectural canopy signs, projecting signs, monument signs, wall signs, pole signs, roof signs and window signs shall not exceed four square feet for each foot of street frontage on which the signs are located.

B. Height. An illuminated architectural canopy sign shall not extend above the top of the wall of the building on which it is located.

C. Clearance. Illuminated architectural canopy signs shall have a minimum clearance of eight feet above the sidewalk grade or edge of roadway grade nearest the sign and shall not be located closer than two feet from the curb of any roadway, as measured horizontally.

D. Emergency Personnel Access. Illuminated architectural canopy signs shall not occupy a four-foot distance along the exterior wall at one corner of the building's street frontage and an additional four-foot distance along every 50 feet of the building frontage.

E. Illumination. The sign shall be internally illuminated so as to illuminate the canopy and the exterior wall below. The illuminated architectural canopy sign shall bear the electric sign label of an approved testing agency with a re-inspection service.

F. Projection. Illuminated architectural canopy signs may project over a building line. However, in no event may an illuminated architectural canopy sign project more than three feet from the face of the building.

SEC. 14.4.11. POLE SIGNS.

A. Permitted. Pole signs shall not be permitted on that portion of a lot having less than 50 feet of street frontage. Lots having a street frontage of at least 50 feet may have a pole sign for each 200 feet of street frontage or fraction thereof. Pole signs shall not be permitted for mini-shopping centers and commercial corners unless a Sign Adjustment is granted.

B. Area.

1. Pole sign area visible to the same direction of traffic shall not exceed two square feet for each foot of street frontage on which the signs are located, plus one square foot for each foot of building frontage along the same street.

2. The maximum area of any one pole sign shall not exceed 400 square feet for one face and 800 square feet on all faces combined.

3. Any pole sign that is located at the street corner of a corner lot may use the greater street frontage for area limitations.

4. The combined sign area of pole signs, projecting signs, monument signs, illuminated architectural canopy signs, wall signs, roof signs and window signs shall not exceed four square feet for each foot of street frontage on which the signs are located.

C. Height. Height shall be measured from the nearest sidewalk or edge of roadway grade to the top of the sign. The overall height limitation shall be determined by street frontage as follows:

1. 25 feet for lots having 50 feet of street frontage;
2. 35 feet for lots having more than 50 feet and less than 100 feet of street frontage; and
3. 42 feet for lots having at least 100 feet of street frontage.

Any pole sign that is located at the street corner of a corner lot may use the greater street frontage for determining height limitations. In no event shall a sign exceed the height specified for the height district in which the sign is located.

D. Location.

1. Pole signs shall be located at least ten feet from interior lot lines; however, on corner lots and flag lots, pole signs may be located no less than five feet from interior lot lines.
2. A pole sign shall be located at least 15 feet from any other pole sign, projecting sign or monument sign.
3. Pole signs shall be located so as not to interfere or present a hazard to pedestrian or vehicular traffic.
4. Notwithstanding the requirements of Subsection F of this Section, where the lower part of a pole sign is less than eight feet above sidewalk grade or the edge of roadway grade nearest the sign, the sign shall extend to grade or shall be installed in a planter that extends beyond the edges of the sign and sign support structure and that is a minimum of 18 inches in height.

E. Projection. A pole sign may project over a building line, but shall not extend beyond the limits shown in Diagram A of this article. Sign projections shall fall within an area that is perpendicular to the building line and has a width of three feet as measured parallel to the building line.

F. Other Requirements. A maximum of two poles shall be permitted for any pole sign. The maximum cross-sectional dimension of a pole shall not exceed ten percent of the overall height of the sign.

SEC. 14.4.12. ROOF SIGNS.

A. Permitted. Roof signs shall be permitted only when placed directly upon a roof that slopes downward toward and extends to or over the top of an exterior wall. Roof signs shall not be permitted for mini-shopping centers and commercial corners unless a Sign Adjustment is granted.

B. Area.

1. Roof sign area shall not exceed two square feet for each foot of street frontage on which the signs are located, plus one square foot for each foot of building frontage along the same street.
2. The maximum area of any one roof sign shall not exceed 300 square feet.

3. The combined area of roof signs, illuminated architectural canopy signs and wall signs facing the same direction shall not exceed two square feet for each foot of street frontage on which the signs are located, plus one square foot for each foot of building frontage along the same street.

4. The combined sign area of wall signs, projecting signs, monument signs, illuminated architectural canopy signs, pole signs, roof signs and window signs shall not exceed four square feet for each foot of street frontage on which the signs are located.

C. Height. The top of the roof sign shall be located at least two feet below the ridge of the roof.

D. Location.

1. Roof signs shall be located at least ten feet from interior lot lines.

2. Roof signs shall be located at least two feet from the edge of the roof.

3. The plane of the sign face of a roof sign shall be approximately parallel to the face of the building.

SEC. 14.4.13. WINDOW SIGNS.

A. Area. The total area of all window signs shall not exceed ten percent of the area of the window.

B. Combined Area. The combined sign area of wall signs, projecting signs, monument signs, illuminated architectural canopy signs, pole signs, roof signs and window signs shall not exceed four square feet for each foot of street frontage on which the signs are located.

SEC. 14.4.14. MARQUEE SIGNS.

A. General Requirements. Marquee signs shall comply with the requirements set forth in Sections 14.4.3 A; 14.4.4 B; 91.3106, 91.3106.1 91.6205; and 91.6207 of this Code.

B. Location. Signs shall not be attached to any portion of the marquee except on the periphery. Wall signs on the periphery of a marquee shall not extend above or below the periphery of the marquee. Signs shall not be extended above nor suspended below the exterior periphery of a marquee sign.

SEC. 14.4.15. TEMPORARY SIGNS.

A. General Requirements. No temporary sign shall also be an off-site sign, except for temporary signs on temporary construction walls.

B. Permit Required. Notwithstanding any other provision of this article, a building permit shall be required for a temporary sign, pennant, banner, ribbon, streamer or spinner. The permit application shall specify the dates being requested for authorized installation and the proposed location.

EXCEPTION: Pursuant to Section 91.6201.2.1a of this Code, no building permit shall be required for a temporary sign, pennant, banner, ribbon streamer or spinner that contains a political, ideological or other noncommercial message, or that, pursuant to Section 91.101.5 of this Code, contains less than 20 square feet of sign area.

B. Area.

1. The combined sign area of temporary signs shall not exceed two square feet for each foot of street frontage on which the signs are located.

2. The combined sign area of temporary signs, when placed upon a window and any other window signs shall not exceed a maximum of ten percent of the window area.

C. Time Limit. Temporary signs shall be removed within 30 days of installation and shall not be reinstalled for a period of 30 days of the date of removal of the previous sign. The installation of temporary signs shall not exceed a total of 90 days in any calendar year.

EXCEPTION: Temporary signs that do not require a building permit may be installed for a period of greater than 30 days, provided that such signs shall not exceed a total of 90 days in any calendar year.

D. Location. Temporary signs may be allowed on fences, on the interior surface of windows and doors, and at any location where any permanent sign of any type is allowed by this article. Pennants, ribbons, streamers or spinners are allowed between light standards on private property.

E. Construction. Temporary signs may contain or consist of posters, pennants, ribbons, streamers or spinners. Temporary signs may be made of paper or any other material. If the temporary sign is made of cloth, it shall be flame retardant when the aggregate area exceeds 100 square feet. Every temporary sign shall be supported and attached with stranded cable of 1/16-inch minimum diameter or by other methods as approved by the Department of Building and Safety.

SEC. 14.4.16. TEMPORARY SIGNS ON TEMPORARY CONSTRUCTION WALLS.

A. Permit Required. A building permit shall be required for a temporary sign on a temporary construction wall. Temporary signs on temporary construction walls shall comply with the construction requirements of Section 14.4.15 E of this article. For purposes of this section, the term "applicant" shall mean the owner of the sign company or, if there is no sign company, the owner of the property.

B. Area. Notwithstanding the provisions of Section 14.4.15 B 1 and 2 of this article, signs placed on temporary construction walls, and/or solid wood fences surrounding vacant lots pursuant to the terms of this section shall not extend above the top of the wall or fence and shall comply with the following:

1. The combined sign area of temporary signs shall not exceed eight square feet for each foot of street frontage on which the signs are located.

2. Individual signs shall not exceed a sign area of 250 square feet.

3. Signs may be grouped to form a maximum sign area of 250 square feet.

4. Signs or groups of signs having an area of 250 square feet shall be separated from any other sign on the temporary construction walls and/or solid wood fences surrounding vacant lots by at least ten feet measured horizontally, except that information signs governed by paragraph 8 of subsection F of this section may be placed within such ten-foot spaces.

C. Time Limit. Notwithstanding the provisions of Section 14.4.15 C of this Code, signs placed on temporary construction walls, and/or solid wood fences surrounding vacant lots pursuant to the terms of this section shall be allowed to remain for as long as the building permits associated with the construction site remain in effect or for a period of two years, whichever is less. Building permits for signs on solid wood fences surrounding vacant lots, which are not construction sites, shall be issued for a time period not to exceed one year. The Department of Building and Safety shall grant a new building permit for a period equal to the original building permit term upon the receipt of (i) an application for a new building permit, (ii) the payment of the building permit fee and (iii) a written statement from the Director of the Office of Community Beautification consenting to the new building permit.

D. Height. Signs may only be placed to a maximum height of eight feet.

E. Location. Temporary signs placed on the exterior surfaces of any temporary construction walls, and/or solid wood fences surrounding vacant lots are limited to lots located in the C or M zones.

F. Special Requirements for Signs on Temporary Construction Walls, and/or Solid Wood Fences Surrounding Vacant Lots.

1. Review by the Office of Community Beautification. At any time after the issuance of a building permit under this section and upon request of the Council district office of the Council district in which the site or lot is located, the Office of Community Beautification of the Department of Public Works (Office of Community Beautification) shall investigate an area consisting of a 500-foot radius around the permitted site or lot to determine whether there exists a public nuisance due to the presence of graffiti and/or posters/handbills on light poles, utility poles, bus stops, and any other illegal postings on public property.

If the Office of Community Beautification cannot establish that the area constitutes a public nuisance because of the presence of graffiti, posters/handbills and any other illegal postings on public property within a 500-foot radius around the permitted site or lot, then the Office of Community Beautification shall expand the radius around the site or lot in 250-foot increments, up to a maximum radius of 1500-feet. If the Office of Community Beautification finds the existence of a public nuisance on public property within the expanded radius area beyond the original 500 foot radius, then it shall require the applicant to abate the public nuisance in the expanded radius area in accordance with Subdivision 3, below.

2. Notification of Locations for Placement of Signs. Within ten days after the issuance of the building permit, the applicant shall provide written notification to the Office of Community Beautification and the Council district office of the Council district in which the construction site or vacant lot is located. The notification shall contain the name and address of the applicant and the property address where the signs will be placed. The notification to the Office of Community Beautification shall include a copy of the applicant's contract with the property owner to post signs at the specified location.

3. Nuisance Abatement. It shall be the applicant's responsibility to clean and maintain free from graffiti public property and rights-of-way within an area consisting of a 500-foot radius or any expanded radius required by the Office of Community Beautification around the permitted site or lot. The applicant shall patrol the abatement area every 24 hours to search for graffiti and remove any graffiti within 24 hours of its discovery. The removal of graffiti shall include, but not be limited to, spray paint on walls, poles, and fences on public property. In addition, the applicant shall also be responsible for removing any posters/handbills on light poles, utility poles, bus stops, and any other illegal postings on public property. At the time of graffiti removal, the applicant shall also remove any trash, debris or rubbish from the public sidewalks within the abatement area around the permitted site. The Office of Community Beautification shall enforce the provisions of this subsection.

4. Permit Revocation. Any building permit issued pursuant to this section may be revoked by the Department of Building and Safety for any of the following reasons, provided a written and signed notification of the applicant's

failure to comply with Paragraphs (a), (d), (e) or (f) of this subsection is sent to the Department of Building and Safety by the Director of the Office of Community Beautification:

(a) Failure by the applicant to maintain the temporary construction wall and/or solid wood fence surrounding a vacant lot free from graffiti.

(b) Failure by the applicant to comply with the terms of the permit.

(c) Failure by the applicant to maintain the bond required in Subsection A of this section.

(d) Failure by the applicant to eradicate graffiti within a 500-foot radius or any expanded radius required by the Office of Community Beautification of the temporary construction wall, and/or solid wood fence surrounding a vacant lot within 24 hours of receiving notification of the presence of graffiti from the Office of Community Beautification or the Council staff in the Council district in which the construction site or vacant lot is located.

(e) Failure by the applicant to remove posters/handbills placed on light poles, utility poles, bus stops and any other illegal postings on public property within a 500-foot radius or any expanded radius required by the Office of Community Beautification of the temporary construction wall, and/or solid wood fence surrounding a vacant lot, within 24 hours of receiving notification of the presence of posters/handbills or other illegal postings from the Office of Community Beautification or the Council staff in the Council district in which the construction site or vacant lot is located.

(f) Failure by the applicant, at the time of graffiti removal, to remove trash, debris or rubbish from the public sidewalks within the abatement area around the permitted site.

5. Removal of Signs. If the Department of Building and Safety revokes the building permit allowing signs on temporary construction walls, and/or solid wood fences surrounding vacant lots, then any signs placed on the temporary construction walls and/or solid wood fences surrounding vacant lots shall be removed by the applicant within 72 hours after receipt of written notification.

6. Public Nuisance. Any signs remaining on temporary construction walls, and/or solid wood fences surrounding vacant lots after the building permit is revoked are deemed to be a public nuisance that can be abated by utilizing the procedure contained in Section 91.8904, *et seq.*, of this Code.

7. Office of Community Beautification. The Office of Community Beautification is hereby designated the authorized representative of the City for

the purpose of enforcing and implementing the provisions of Sections 91.8904.1.2 and 91.8307 of this Code to remove the nuisances described in this Section 14.4.16.

8. Information Sign. Each temporary construction wall and/or solid wood fence surrounding vacant lots shall display an information sign that identifies the date the wall was erected or permitted, the address and telephone number of the person responsible for maintaining the property, and the address and telephone number of the Office of Community Beautification. If the Office of Community Beautification maintains a graffiti hotline then this telephone number shall also be displayed on the information sign. The information sign shall conform with the requirements of Section 14.4.6 of this Code, and may be located within the ten-foot spaces between signs on the temporary construction wall or solid wood fence.

SEC. 14.4.17. OFF-SITE SIGNS.

A. Area. The sign area of a single sign face shall not exceed 800 square feet.

B. Height.

1. The height to the top of the off-site sign shall be limited to a maximum of 42 feet above the sidewalk grade or edge of roadway grade nearest the sign, except that a sign that is more than 80 percent above a roof of a building may extend to the top of the sign a maximum of 30 feet above the surface of the roof under the sign.

2. In no event shall the height to the top of the off-site sign exceed a height greater the height allowed by the height district, specific plan, or zone in which the sign is located, or by any applicable land use ordinance, or a height of 60 feet above the sidewalk grade or edge of roadway grade nearest the sign, whichever is more restrictive.

3. The bottom of the off-site sign shall be at least eight feet above the sidewalk grade or edge of roadway grade nearest the sign.

C. Location.

1. No portion of an off-site sign with a sign area greater than 80 square feet shall be placed within 200 feet of a residentially zoned lot, which is located on the same side of the same street as the lot on which the sign is placed. However, where a lot has two or more street frontages, a sign may be located on that street frontage, which is not on the same street as the residentially zoned lot; provided the sign and sign support structure are placed in that half of the lot that is the farthest from the street frontage on which the residentially zoned lot is located.

2. No portion of an off-site sign or sign support structure shall be located in that half of a lot located farthest from the street frontage when residentially zoned property is located to the rear of that street frontage.

3. Off-site signs are not permitted along that portion of a lot having a street frontage of less than 50 feet.

4. No more than four off-site signs shall be located at the intersection of two or more streets when the off-site signs are located within 150 feet of the intersection of two street frontages.

5. An off-site sign face shall not be located within one foot of an interior lot line.

D. Frontage Determination on Lots with Lot Lines Adjoining More Than One Street.

1. An off-site sign shall be considered to be on a single street for purposes of Subsections C and E of this section if the sign and its support structure are located entirely on the side of the bisecting line closest to that street and the sign face is placed at the same angle as the perpendicular line or at an angle not to exceed 20 degrees from either side of the perpendicular line as shown on Diagram C of this article.

2. An off-site sign located on a through lot shall be located on a single street if the sign and its support structure are located entirely on that half of the lot closest to the lot line adjoining that street.

Any off-site sign not in conformance with either Subdivision 1 or 2 above shall be considered to be located on more than one street frontage.

E. Spacing.

1. An off-site sign, which is either single-faced or parallel double-faced, shall be spaced as specified in Table No. B of this article from any other existing or previously permitted off-site sign, which is single-faced or parallel double-faced. If an off-site sign is located within a California Department of Transportation jurisdiction area, then the spacing rules set forth in Section 5408 of the Business and Professions Code must be followed, but spacing shall not be less than what this article requires.

2. For any double-faced off-site sign, the spacing requirements shall be based on the area of the largest sign face.

3. For double-faced off-site signs whose faces are not parallel, the spacing between any proposed, permitted or existing off-site sign shall be determined by the following formula:

$$D = S \left[1 + \frac{(B - 5)}{90} \right]$$

WHERE:

D = required spacing between signs, in feet.

S = sign spacing determined from Table No. B, below, in feet.

B = widest edge separation of sign faces in feet.

4. Spacing shall be measured between off-site signs that are located on the same side of the same street. Spacing shall be measured from a line that is perpendicular to the building line and that passes through a point on the building line that is closest to the nearest sign face edge. Spacing shall be measured along the center line of the street.

F. Double-faced Off-Site Signs.

1. Off-site signs may be either single or double-faced.

2. For double-faced off-site signs whose faces are parallel, the distance between sign faces shall not exceed six feet.

3. For double-faced off-site signs whose faces are not parallel, the distance between sign faces at their widest point shall not exceed 35 feet. The separation of sign faces at their closest point shall not exceed six feet. In no event shall the angle between sign faces exceed 37 degrees.

G. Projection. Off-site signs shall not project beyond the building line.

H. Covering. The backs of off-site signs exposed to public view shall be covered with a finished surface or material and shall be properly maintained.

I. Other Requirements.

1. A maximum of two poles shall be permitted for any off-site sign. The maximum cross-sectional dimension of a pole shall not exceed ten percent of the overall height of the sign.

2. Off-site sign supports shall be structurally independent of a building.

3. Sign support structures must be located directly under the sign face as viewed from the front of the sign. The maximum horizontal distance between the center of the sign support structure and the sign face shall not exceed ten feet.

SEC. 14.4.18. AWNING SIGNS.

No awning sign shall be placed on any portion of an awning except the valance. The sign area is limited to a maximum of 12 inches in height on the portion of the valance that is parallel to the building face, and only when the awning complies with all applicable provisions of Section 3202 of the California Building Code and Section 91.3202.3.1 of this Code. Awning signs are not permitted on awnings with a valance above a height of 14 feet as measured from the nearest sidewalk or edge of roadway grade to the top of the valance.

SEC. 14.4.19. DIGITAL DISPLAYS.

A. Digital displays with changing messages shall observe a minimum duration of 8 seconds for each message. The message must remain static between transitions.

B. Digital displays with changing messages shall utilize either an instant transition between messages, or a fading transition with a transition time between messages of not less than 1 second and not more than 2 seconds. At no time shall a digital display go blank during a transition.

C. The maximum brightness of any digital display shall not exceed 600 candelas per square meter during the nighttime and 3,500 candelas per square meter during the daytime. Digital displays shall transition smoothly at a consistent rate from the permitted daytime brightness to the permitted nighttime brightness levels, beginning at 45 minutes prior to sunset and concluding 45 minutes after sunset. Measurements shall be performed by the Department of Building and Safety, or by a testing agency approved by the Department of Building and Safety, shall be provided by the owner of the sign and submitted to the Department of Building and Safety and submitted by the owner of the sign when requested by that Department.

SEC. 14.4.20. VINTAGE ART MURALS.

This section is reserved for future regulations on vintage art murals.

SEC. 14.4.21. SIGNS IN A AND R ZONES.

A. General Provisions.

1. No freestanding sign shall exceed a height of six feet.

2. No sign which is attached to a building shall project above the lowest portion of any roof, eave or ridge of the building.

3. A sign may be single-faced or double-faced and may be located in any required front yard, side yard, rear yard, passageway or other required open space.

4. No sign shall contain any flashing, moving, or digital display.

B. Temporary Signs. Temporary signs shall be allowed in the A1, A2, RA, RE, RS, R1, RU, RZ, RW1, R2, RD, RMP, RW2, R3, R4 or R5 zones, subject to the following regulations:

1. The sign area of all temporary signs on a lot shall be less than 20 square feet for all the sign faces.

2. Temporary signs shall comply with the time limit specified in Section 14.4.15 of this Code, ~~except that temporary signs related to the occasional sale of used and hand made goods cannot be erected more than two days prior to the sale and shall be removed by sunset of the day of the sale.~~

C. Permanent Signs. Permanent signs shall be allowed in the zones and subject to the provisions listed below:

1. **A1 and A2 Zones.** Any number of awning signs or wall signs and one pole sign or monument sign shall be permitted on each lot. No individual awning sign or wall sign shall exceed 20 square feet in area. No individual pole sign or monument sign shall exceed nine square feet in area. The sign area of all permanent signs on a lot in the A1 or A2 zones shall not exceed 30 square feet in area for all the sign faces.

2. **RA, RE, RS, R1, RU, RZ, RW1, R2 and RW2 Zones.** One wall sign not to exceed two square feet in area shall be allowed on each lot.

3. **RD Zones.** Any number of awning signs or wall signs and one pole sign or monument sign shall be permitted on each lot. No individual awning sign or wall sign shall exceed 15 square feet in area. No individual pole sign or monument sign shall exceed nine square feet in area. The sign area of all permanent signs on a lot in the RD zones shall not exceed 20 square feet in area for all the sign faces.

4. **R3, R4, and R5 Zones.** Any number of awning signs or wall signs and one pole sign or monument sign shall be permitted on each lot. No individual awning sign or wall sign shall exceed 20 square feet in area. No individual pole sign or monument sign shall exceed nine square feet in area. The sign area of

all permanent signs on a lot in the R3, R4, or R5 zones shall not exceed 30 square feet in area for all the sign faces.

5. **RMP Zone.** Any number of awning signs or wall signs shall be permitted on each lot. No individual awning sign or wall sign shall exceed 10 square feet in area. The sign area of all permanent signs on a lot in the RMP zone shall not exceed 15 square feet in area for all the sign faces.

SEC. 14.4.22. SIGN ADJUSTMENTS.

A. **Authority.** The Zoning Administrator shall have the authority to grant an adjustment of the provisions of this article pertaining to height, location, sign area of an individual sign, shape, projection, and clearance of signs; time limit of temporary signs; and sign type for commercial corners and mini-shopping centers. Any request for an adjustment pertaining to height or sign area of an individual sign is limited to an increase of 20 percent beyond what is otherwise permitted by this Code.

B. **Procedures.** No Sign Adjustment may be granted unless the Zoning Administrator makes all of the findings specified in this section. In making determinations on applications for a Sign Adjustment, no consideration shall be given to the content or message of the sign. The procedures for considering applications for a Sign Adjustment shall be the same as the procedures for Adjustments set forth in Section 12.28 of this Code, except that the findings for approval shall be as follows:

1. that site characteristics or existing improvements make strict adherence to the sign regulations impractical or infeasible; and
2. that the requested signage shall be compatible with the surrounding environment. Compatibility shall be determined by the relationships of the elements of form, proportion, scale, color, materials, surface treatment, overall sign size and the size and style of lettering. The surrounding environment shall be comprised of other nearby signs, other elements of street and site furniture, and adjacent properties.

C. **Plan Approvals.** The procedures for considering an application for a plan approval for a Sign Adjustment shall be the same as the procedures for variances set forth in Section 12.27 U of this Code, except that the findings for approval shall be the findings set forth under subsection B of this Section.

SEC. 14.4.23. SIGN VARIANCES.

A. **Authority.** The Zoning Administrator shall have the authority to grant a variance in the provisions of this article pertaining to height, location, sign area of an individual sign, location of combined sign area, shape, projection, clearance, time limit of temporary signs, sign type, and number of signs. No Sign Variance shall allow any sign prohibited by Section 14.4.4 C of this Code.

B. Procedures. No Sign Variance may be granted unless the Zoning Administrator makes all of the findings specified in this Section 14.4.23. In making determinations on applications for a Sign Variance, no consideration shall be given to the content or message of the sign. The procedures for considering applications for a Sign Variance shall be the same as the procedures for Variances set forth in Section 12.27 of this Code, except that the findings for approval shall be as follows:

1. that the strict application of the sign regulations would result in practical difficulties or unnecessary hardships inconsistent with the general purposes and intent of the sign regulations;

2. that there are special circumstances applicable to the subject property such as size, shape, topography, location or surroundings that do not apply generally to other property in the same zone and vicinity; and

3. that the variance is necessary for the preservation and enjoyment of a substantial property right or use generally possessed by other property in the same zone and vicinity but which, because of the special circumstances and practical difficulties or unnecessary hardships, is denied to the property in question.

4. That the requested signage shall be compatible with the surrounding environment. Compatibility shall be determined by the relationships of the elements of form, proportion, scale, color, materials, surface treatment, overall sign size and the size and style of lettering. The surrounding environment shall be comprised of other nearby signs, other elements of street and site furniture, and adjacent properties.

C. Plan Approvals. The procedures for considering an application for a plan approval for a Sign Variance shall be the same as the procedures for variances set forth in Section 12.27 U of this Code, except that the findings for approval shall be the findings set forth under Subsection B of this Section 14.4.23.

SEC. 14.4.24. COMPREHENSIVE SIGN PROGRAMS.

A. Purpose. A comprehensive sign program is intended to integrate the design of signs with the design of a development project's buildings and structures, in order to create a unified design or architectural theme. A further purpose of a comprehensive sign program is to define common sign regulations for multi-tenant development projects and to meet the special sign requirements of uses with a need for flexible and innovative sign regulations, including museums and other cultural institutions, universities and college campuses, automotive dealerships, and stadiums and other sporting facilities. A comprehensive sign program is intended to create clear and attractive signs while complementing and protecting the character of surrounding areas by limiting visual clutter through appropriate regulation of the number, type, location,

height, illumination, and orientation to and distance from the nearest street of the signs that the comprehensive sign program allows.

B. Eligibility.

1. An application for a comprehensive sign program may only be submitted for existing or proposed development projects on development sites that meet either of the following size criteria:

a. A minimum of three acres of non-residential development or at least 50,000 square feet of non-residential floor area if the site is located in an area designated on an adopted community plan as "Regional Center" or "Regional Commercial" or is located in the "Greater Downtown Housing Incentive Area," as defined in Section 12.03 of this Code; or

b. A minimum of five acres of non-residential development or at least 100,000 square feet of non-residential floor area if the site is located in any other area.

2. A comprehensive sign program cannot be requested for property within an established Sign District or within the area of any Specific Plan or Overlay Supplemental Use District that contains special signage regulations.

3. A comprehensive sign program cannot be requested to include any portion of a public park.

C. Sign Regulations. A comprehensive sign program may include provisions that vary from Sections 14.4.6, 14.4.7, 14.4.8, 14.4.9 (except 14.4.9 C3 and C4), 14.4.10, 14.4.11, 14.4.12, 14.4.13, 14.4.14, 14.4.15, 14.4.16; 14.4.18; 14.4.19; 14.4.20; and 14.4.21 of this Article; except any provisions limiting combined sign area; and including provisions governing the location of combined sign area. A comprehensive sign program may only authorize sign types defined in this article. The number, type, location, height, illumination, and orientation to and distance from the nearest street of all proposed permanent and temporary signs must be identified in the approved comprehensive sign program. In addition, the approved comprehensive sign program must identify the number of days each temporary sign will remain in one location.

D. Prohibited Signs. A comprehensive sign program may not include any signs prohibited by Section 14.4.4 C of this Code, except that off-site signs may be allowed, so long as they are consistent with the purpose of this section and the sign face and any sign illumination are not visible from any public right of way or adjacent property any property other than the subject property.

E. Procedures. The initial decision-maker for a comprehensive sign program shall be the City Planning Commission and the appellate body shall be the City Council.

1. **Application.** An application for a comprehensive sign program shall be filed at a public office of the Department of City Planning, on a form provided

by the Department, and accompanied by applicable fees. The application must identify, through a visual representation in color, the number, type, location, height, illumination, and orientation to and distance from the nearest street of all proposed permanent and temporary signs. In addition, the application must identify the number of days each temporary sign will remain in one location and how and to what extent all proposed signs vary from the provisions of this article. The application must also demonstrate, through architectural elevation drawings or other visual representation, that **any no** requested off-site signs **face or sign illumination** will ~~not~~ be visible from any public right-of-way or **adjacent any** property **other than the subject property**.

2. Public Hearing and Notice. The City Planning Commission shall set the matter for a public hearing, following the procedures for providing notice of the time, place and purpose of the hearing as set forth in Section 12.24 D of this Code.

3. Initial Decision by the City Planning Commission. The City Planning Commission's initial decision shall be supported by written findings of fact based upon written or oral statements and documents presented to the Commission, which may include photographs, maps, and plans, together with the result of staff investigations. Upon making a determination pursuant to an application for a comprehensive sign program, the City Planning Commission shall transmit a copy of the written findings and decision to the applicant, the Department of Building and Safety, owners of all properties within 100 feet of the boundary of the subject property, owners of all properties abutting, across the street or alley from, or having a common corner with the subject property, and to all persons who have filed written requests for this notice with the Department of City Planning, and the applicable Certified Neighborhood Council. The City Planning Commission shall also place a copy of the findings and decision in the file.

4. Content or Message. The City Planning Commission's review of an initial comprehensive sign program, or an amendment to an approved comprehensive sign program, shall not consider the content or message of the proposed signs.

5. Off-Site Signs. A maximum of 10% of the signs permitted through a Comprehensive Sign Program **shall may** be off-site signs.

6. Findings. The City Planning Commission, or the City Council on appeal, shall make all of the below findings in order to approve an application for a comprehensive sign program. For the purposes of these findings, "compatibility" shall be determined by the relationships of the elements of form, proportion, scale, color, materials, surface treatment, overall sign size and the size and style of lettering; and the "surrounding environment" shall be comprised of other nearby signs, other elements of street and site furniture, and adjacent properties.

a. The proposed signs are compatible with each other and with the overall design or architectural theme of the project;

b. The proposed signs are compatible with the buildings and structures on the development site and with the surrounding environment;

c. Any proposed signs within 500 feet of a residentially zoned lot are compatible with residential uses; and

d. No proposed off-site sign or sign illumination will be visible from any public right-of-way or adjacent any property other than the subject property.

7. Filing of an Appeal. Any person aggrieved by an initial decision of the City Planning Commission concerning a comprehensive sign program may appeal the decision to the City Council by filing an appeal with the Department of City Planning within 15 days of the date of mailing of the City Planning Commission's decision. The appeal shall be filed at a public office of the Department of City Planning, on a form provided by the Department, and shall set forth specifically the points at issue, the reasons for the appeal, and the basis upon which the appellant claims there was an error or abuse of discretion by the City Planning Commission. The City Council shall not consider any appeal not filed within the 15-day period. The filing of an appeal stays proceedings in the matter until the City Council has made a decision. Once an appeal is filed, the City Planning Commission shall transmit the appeal and the file to the City Council. At any time prior to the action of the City Council on the appeal, the City Planning Commission shall submit any supplementary pertinent information it deems necessary or as the City Council may request.

8. Appellate Decision - Public Hearing and Notice. Before acting on the appeal, the City Council shall set the matter for hearing. The Department shall give notice by mail of the time, place and purpose of the hearing to the appellant, to the applicant, to the owner or owners of the property involved, to the City Planning Commission, and to any interested party who has requested in writing to be so notified. The notice shall be mailed at least 24 days prior to the hearing.

9. Time for Appellate Decision. The City Council shall make its decision within 75 days after the expiration of the appeal period. The 75 day time limit to act on an appeal may be extended by mutual written consent of the applicant and the City Council. If the City Council fails to act within this time limit, the action of the City Planning Commission shall be final.

10. Appellate Decision. The City Council may reverse or modify the ruling or decision appealed from only upon making written findings setting forth specifically the manner in which the action of the City Planning Commission was in error or constituted an abuse of discretion. The City Council's decision shall

be based solely on the record and evidence and testimony introduced at the hearing. Upon making a decision, a copy of the findings and decision shall forthwith be placed on file in the Department of City Planning, and copies of the decision shall be sent to the applicant, the appellant, the Department of Building and Safety, and the Director of Planning.

11. Compliance with an Approved Comprehensive Sign Program.

The Department of Building and Safety shall not issue a sign permit for a sign on any **development** site subject to a comprehensive sign program unless it complies with the applicable comprehensive sign program, as determined by the Director of Planning.

12. Plan Approvals. The procedures for considering an application for a plan approval for a comprehensive sign program shall be the same as the procedures set forth in Section 12.24 M of this Code, except that the findings for approval shall be the findings set forth under Paragraph 6 of Subsection E of Section 14.4.24 of this Code.

SEC. 14.4.25. CONTINUATION OF NONCONFORMING SIGNS.

Any existing sign that lawfully existed at the time the regulations with which it does not conform became effective may be continued, repaired and rehabilitated, including changes or replacement of copy and necessary structural, electrical and mechanical alterations to be conducted as set forth in Section 91.6216 of this Code. If the sign or sign support structure is a qualified historical structure, then the applicant may **utilize comply with the applicable provisions of the** California Historical Building Code **if desired, in which case the California Historical Building Code shall govern and not in lieu of** Division 62 of this Code. The replacement of nonconforming signs is allowed as permitted by Section 16.03 or Section 12.23 A 4 of this Code, or when the work is required in order to comply with an order issued by the Department of Building and Safety to repair or remedy an unsafe or substandard condition.

SEC. 14.4.26. VIOLATIONS AND ADMINISTRATIVE CIVIL PENALTIES.

This section governs violations of the sign regulations set forth in this article and violations of any other sign regulations established by ordinance. It also governs the assessment of administrative civil penalties.

A. Purpose. The City Council finds there is a need for alternative methods of enforcing all provisions of this Code pertaining to signage. The City Council further finds that the assessment of civil penalties for violations of the sign regulations is a necessary alternative method for gaining compliance with the sign regulations. The assessment of civil penalties established in this article is in addition to any other administrative or judicial remedies established by law which may be pursued to address violations of the sign regulations.

B. Authority and General Provisions.

1. The Department of Building and Safety shall have the authority to issue orders to comply and assess penalties against any and all responsible parties for violations of any provisions of this Code pertaining to signage.
2. The owner of the property on which a sign is located and the owner of the sign and sign support structure are both responsible parties for complying with all provisions of this Code pertaining to signage. In addition, both responsible parties are individually liable to pay the civil penalties assessed pursuant to this section.
3. Violations of the sign regulations are deemed continuing violations and each day that a violation continues is deemed to be a new and separate offense.
4. Whenever the Department of Building and Safety determines that a violation of the sign regulations has occurred or continues to exist, the Department of Building and Safety may issue a written order to comply to each of the responsible parties.
5. The order to comply shall be ~~posted in a conspicuous location on the premises where the violation has occurred and~~ mailed via U.S. first class mail to each responsible party.
6. Penalties ~~are due and payable within 15 days of the date postmarked on the order to comply shall begin to accrue on the 16th day after the effective date shown on the order to comply, unless the violation is corrected or the sign copy is removed before midnight on the 15th day after the effective date.~~
7. The amount of penalties shall follow the chart in Subsection C below. These penalty amounts shall be in addition to any other fees required by Chapter IX of this Code.
8. After correcting the violation ~~or removing the sign copy~~, the responsible party must contact the representative of the Department of Building and Safety who issued the order to comply, to request a re-inspection. Any penalties assessed will cease to accrue starting on the day that the Department of Building and Safety determines through its re-inspection that the violation has been corrected ~~or that the sign copy has been removed.~~
9. ~~If the Department of Building and Safety rescinds an order to comply, the violation shall be considered corrected and no penalties shall be due.~~
10. All other matters pertaining to the issuance of orders to comply and assessment of penalties for sign code violations, to include the processing of appeals, shall be as regulated by Chapter IX of this Code.

D. Amount of Penalties.

1. The amount of administrative civil penalties for off-site signs are as set forth in the following table:

| SIGN AREA OF OFF-SITE SIGN IN VIOLATION | CIVIL PENALTIES PER DAY OF VIOLATION | | |
|---|--------------------------------------|------------------|---|
| | First Violation | Second Violation | Third Violation and All Subsequent Violations |
| Less than 150 square feet | \$2,500 | \$4,000 | \$8,000 |
| 150 to less than 300 square feet | \$4,000 | \$8,000 | \$16,000 |
| 300 to less than 450 square feet | \$6,000 | \$12,000 | \$24,000 |
| 450 to less than 600 square feet | \$8,000 | \$16,000 | \$32,000 |
| 600 to less than 750 square feet | \$10,000 | \$20,000 | \$40,000 |
| 750 or more square feet | \$12,000 | \$24,000 | \$48,000 |

2. The amount of administrative civil penalties for on-site or noncommercial signs of any size shall be the same as the general civil penalty defined in Section 11.00 L of this Code, for the first and all subsequent violations.

3. Civil penalties per day of a violation of Section 14.4.21 of this article for signs of less than 20 square feet in sign area shall be \$500 per day of violation for the first and all subsequent violations.

D. Collection.

1. If the civil penalties are not paid in a timely manner, the City Council may order that the civil penalties be specially assessed against the real property on which the sign found in violation is located. If the City Council orders that the civil penalties be specially assessed against the real property on which the sign found in violation is located, it shall confirm the assessment, and the assessment may be collected at the same time and in the same manner as ordinary real property taxes are collected. The assessment shall be subject to the same penalties and the same procedure and sale in case of delinquency as provided for ordinary real property taxes. All laws applicable to the levy, collection, and enforcement of real property taxes are applicable to the special assessment.

2. The City Council may also cause a notice of lien to be recorded. The notice shall, at a minimum, identify the record owner or possessor of the real property, set forth the last known address of the record owner or possessor, the date on which the civil penalties were imposed, a description of the real property subject to the lien, and the amount of the penalty.

3. Any unpaid civil penalties may also be collected in accordance with the procedures set forth in Los Angeles Administrative Code Section 5.181 *et seq.*

E. **General Fund.** Civil penalties collected pursuant to this section shall be credited to the general fund.

SEC. 14.4.27. RECOVERY OF COSTS.

Pursuant to the procedures and authority found in Los Angeles Administrative Code Section 7.35.3, any City department shall be entitled to recover any fee, charge or cost incurring in enforcing the sign regulations that is collectible under Government Code Section 54988. Collectible fees, charges or costs shall include permit fees, fines, late charges, interest and costs incurred in performing inspections and otherwise enforcing the sign regulations.

Sec. 14. APPLICATION OF REGULATIONS TO EXISTING PROJECTS AND INITIATED OR APPLIED FOR SIGN DISTRICTS AND SPECIFIC PLANS.

This ordinance amends Article 4.4 and related provisions of the Los Angeles Municipal Code to enact new requirements and provisions regulating signs. This ordinance also amends Section 13.11 of the Code to enact new findings and other criteria for the establishment of "SN" Sign Districts. This Section sets forth the rules for application of this ordinance to discretionary land use approvals and initiated or applied for Sign Districts and specific plans.

Discretionary Land Use Approvals.

This ordinance shall not apply to any discretionary land use approval set forth in Section 16.05 B 2 or Section 11.5.7 of the Los Angeles Municipal Code granted prior to the effective date of this ordinance, provided the approval is still valid and specifically allowed signs or otherwise granted relief from the sign regulations. In particular, this ordinance shall not supersede any of the provisions set forth in the approval related to signs, nor shall it supersede any of the procedures set forth in Chapter I of the Los Angeles Municipal Code that authorize a decision-maker to modify the provisions set forth in the approval related to signs.

Initiated or Applied for Sign Districts.

Any initiated or applied for Sign District shall be subject to the Sign District regulations in this Code as of August 9, 2011, rather than to the subsequently updated regulations.

Notwithstanding the foregoing, in order to approve such a Sign District, the following shall apply: (1) findings (e) and (f) of Paragraph 4 of Subsection B of Section 13.11 of this Code must be made; (2) to support those findings, the Sign Reduction and/or Community Benefits requirements of Subsection C of Section 13.11 must be met; and (3) the applicant for the Sign District must pay an application fee calculated pursuant to this Code in effect on August 9, 2011, that covers all of the staff time to review the proposed Sign District.

An "initiated or applied for Sign District" is one which was not approved before August 9, 2011 but was initiated or applied for before this date, pursuant to Section 12.32 of this Code; or any Sign District for which precise geographically defined boundaries were identified in a notice of preparation for or an environmental impact report posted issued by the Department of City Planning before August 9, 2011.

After an initiated or applied for Sign District is adopted, any proposed amendments that would allow signs prohibited by Section 14.4.4 C of this Code shall be subject to the Sign District provisions in this Code at the time such regulations amendments are proposed.

Initiated or Applied for Specific Plans.

Within any initiated or applied for specific plan, any regulations that permit signs prohibited by Section 14.4.4 C of this Code governing signage shall be removed from the proposed specific plan and established within set forth in a proposed Sign District. The proposed Sign District shall be reviewed concurrently with the specific plan, shall not require an application fee, may be allowed in any zone, and shall be subject to the Sign District regulations regulations governing specific plans in this Code as of August 9, 2011, rather than the subsequently updated regulations governing Sign Districts. Notwithstanding the foregoing, in order to approve the Sign District, the findings (e) and (f) of Paragraph 4 of Subsection B of Section 13.11 of this Code must be made. In order to support such findings, the Sign Reduction and/or Community Benefits requirements of Subsection C of Section 13.11 must be met.

An "initiated or applied for specific plan" is one which was not approved before August 9, 2011 but was initiated or applied for before this date, pursuant to Section 12.32 of this Code; or any specific plan for which precise geographically defined boundaries were identified in a notice of preparation for or an environmental impact report posted issued by the Department of City Planning before August 9, 2011.

After an initiated or applied for specific plan is adopted and a Sign District is adopted as provided above, any proposed regulations amendments to the Sign District shall be subject to the Sign District provisions in this Code at the time such regulations amendments are proposed.

Sec. 15. Subsection G of Section 19.01 of the Los Angeles Municipal Code is amended to read:

G. Sign Applications.

[FILING FEE]

| Type of Application | Fee |
|---|-----------------------------|
| Comprehensive Sign Program (Section 14.4.24) | \$11,738 <u>\$31,316</u> |

| | |
|---|---------|
| Amendment of Comprehensive Sign Program (Section 14.4.24) | \$5,748 |
| Sign Variance (Section 14.4.23) | \$6,448 |
| Sign Adjustment (Section 14.4.22) | \$5,370 |
| Plan Approval – Sign Variance (Section 14.4.23 C) | \$5,754 |
| Plan Approval – Sign Adjustment (Section 14.4.22 C) | \$5,754 |

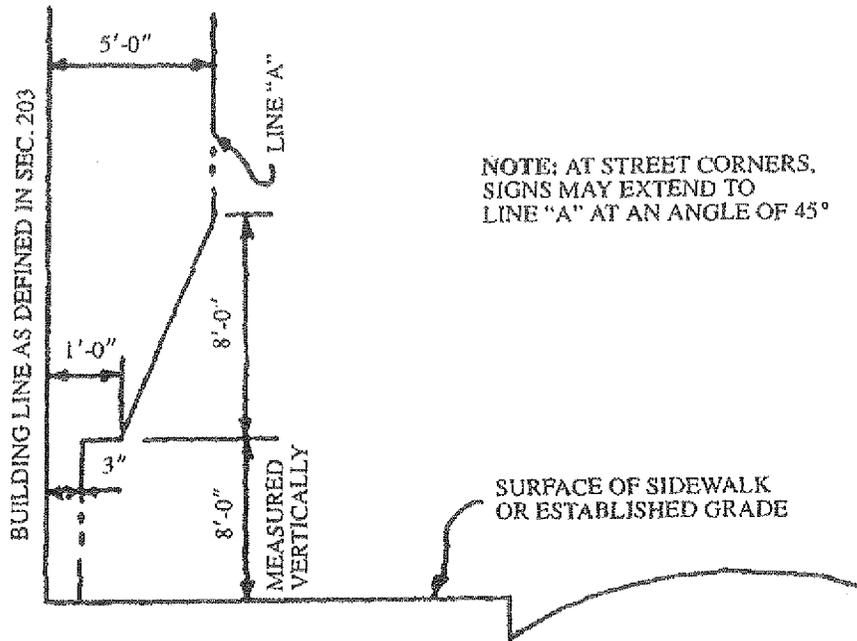
Sec. 16. STATEMENT OF INTENT.

This ordinance amends Article 4.4 of Chapter 1 of the Los Angeles Municipal Code to clarify that the sign regulations are permissive. This ordinance affirms the Council’s intent that a use or structure is only allowed if the codes and ordinances of the City of Los Angeles expressly allow it. Any use or structure that is not regulated by these codes and ordinances is prohibited. This amendment clarifies the Council’s long-standing interpretation and does not change existing law.

In addition, when supergraphic signs, extremely large wall signs, first appeared they were regulated as either wall signs or temporary signs. In 2002, the Council added a definition to the Code for supergraphic signs and enacted a ban. This ordinance deletes the definition of supergraphic signs. It is the intent of Council in enacting this ordinance’s new provisions to again require that supergraphic signs comply with the provisions of wall signs or temporary signs.

In addition to the above, Council’s enactment of this ordinance is an exercise of the City’s police powers and, therefore, its provisions shall apply to all signs citywide regardless of any provisions to the contrary set forth in **a any** settlement agreement entered into prior to the effective date of this ordinance.

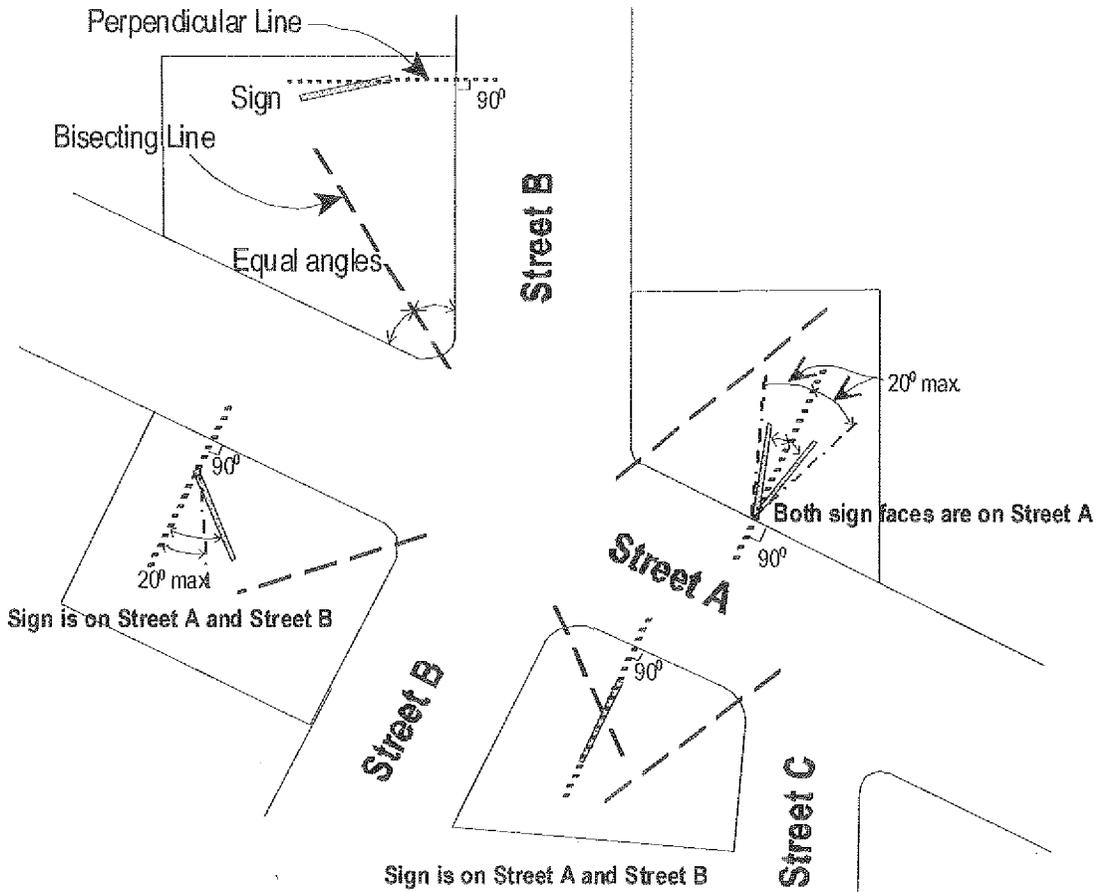
DIAGRAM A



**TABLE NO. B
SPACING REQUIREMENTS BETWEEN OFF-SITE SIGNS**

| | Sign Area | PROPOSED SIGN | | |
|----------------------------|---------------------------|----------------------|---------------------------|--------------------------|
| | | Less than 80 sq. ft. | 80 sq. ft. to 300 sq. ft. | Greater than 300 sq. ft. |
| Existing or Permitted Sign | Less than 80 sq. ft. | 100 ft. | 100 ft. | 200 ft. |
| | 80 sq. ft. to 300 sq. ft. | 100 ft. | 300 ft. | 300 ft. |
| | Greater than 300 sq. ft. | 200 ft. | 300 ft. | 600 ft. |

DIAGRAM C



“Grandfathering” of Pending Sign Districts and Specific Plans

There are currently 14 pending Sign Districts or Specific Plans where special sign allowances are pending that would allow sign types prohibited by the proposed sign ordinance. These areas would be impacted by the new sign ordinance, unless they are “grandfathered”, or allowed to continue through the review and hearing process under the existing sign regulations. These 14 “pipeline projects” consist of:

- Five proposed Sign Districts initiated by private property owners’ applications
- Three proposed Sign Districts initiated by City Council motions
- Six areas for which an existing Specific Plan or special ordinance is requested to be amended to change the signage allowed

The City Planning Commission (CPC), in its March 26, 2009 approval of the proposed sign ordinance, approved the grandfathering of two proposed Sign Districts. These two pending Sign Districts were approved for grandfathering because they had already been approved by the CPC prior to its approval of the new sign ordinance:

- Figueroa and Olympic Sign District (approved by CPC on 12/11/08)
- Seward addition to the Hollywood Sign District (approved by CPC on 2/24/09)

The tables below present information on the 14 “pipeline projects” with pending special signage allowances addressed by Sec. 13 of the proposed ordinance under consideration by PLUM on August 9, 2011.

Pending Sign Districts Initiated by City Council Motions:

| <i>Common Name</i> | <i>Location</i> | <i>Council District</i> | <i>Council File Number</i> | <i>Mover and Date of Motion</i> | <i>Status</i> |
|--------------------|--|-------------------------|----------------------------|--|----------------------------------|
| City West | Bounded by 1st St to the north, Boylston to the west, 3rd St to the south, and Beaudry to the east | 1 | CF# 08-0509 | Councilmember Reyes, 3/04/08. Adopted 4/30/08 | Pending with Planning Department |
| Koreatown | Bounded generally by 6th St to the north, St. Andrews Pl to the west, Olympic Bl to the south, and Shatto Pl to the east | 10 | CF# 08-0936 | Councilmember Wesson, 4/15/08 Adopted 6/13/08 | Pending with Planning Department |
| Figueroa Corridor | East and west sides of Figueroa Street generally between Olympic and Wilshire Boulevards. | 9 | CF#11-0273 | Councilmember Perry, 02/18/11 | Pending with Planning Department |

Pending Sign Districts Initiated by Private Property Owners' Applications:

| <i>Common Name</i> | <i>Location</i> | <i>Council District</i> | <i>Case Number</i> | <i>Date of Application</i> | <i>Status</i> |
|---|--|-------------------------|--|----------------------------|---|
| Metro Universal | West side of Lankershim between the 101 & Valley Hear Dr; both sides of Campo De Cahuenga between the 101 & Lankershim | 4 | CPC-2008-3512-GPA-ZC-HD-BL-SN-CUB-CUW-CU-ZAD-SPR | 8/22/08 | Pending review by Planning Department |
| Metropolis | Bounded by the 110 to the west, 110 offramp to the south, Francisco St to the east, and 8th St to the north | 9 | CPC-2008-4557-SN | 11/10/08 | Pending review by Planning Department |
| Mid-Town Crossing | San Vicente & Pico to San Vicente & Venice | 10 | CPC-2008-2614-SN | 6/26/08 | CPC hearing on 5/14/09 |
| Figueroa and Olympic | Block bounded by 9th St to the north, Flower to the east, Olympic to the south, and Figueroa to the west | 9 | CPC-2007-842-SN | 2/16/07 | CPC approved on 12/11/08; PLUM approved on 2/10/09; |
| Seward addition to Hollywood Sign Dist. | West side of Seward bounded by Romaine to the north & Barton to the south | 4 | CPC-2008-756-VZC-VCU-CU-CUB-ZV-ZAA-SPR | 2/27/08 | Approved in part by CPC on 02/24/09; awaiting CCL hearing |
| LAX SUD | Los Angeles International Airport | 11 | N/A | CPC-2011-1964-SN | Case Filed on 8/2/11 |

Areas that have an existing Specific Plan or special ordinance that is requested to be amended to change the signage allowed:

| <i>Common Name</i> | <i>Location</i> | <i>Council District</i> | <i>Existing Ordinance</i> | <i>Case Number</i> | <i>Status</i> |
|--|--|-------------------------|---------------------------|------------------------|---|
| Convention Center Modernization and Farmers Field Event Center | Bounded generally by 9 th St to the north, Flower St to the east, Venice Blvd to the south, and the 110 to the west | 9 | No. 172,465 | CPC-2008-3374 | To be heard by hearing officer on 5/29/09 (tentative) |
| USC Specific Plan | Greater Downtown Los Angeles area, including the community surrounding the University of Southern California (USC) | 8,9 | N/A | CF#08-2620 | Case Filed on 1/28/09 FEIR Distribution: 7/05/11 |
| Boyle Heights Mixed Use (Wyvernwood) | 2901 E. Olympic Boulevard, 90023 | 14 | N/A | CPC-2010-851-SP | Case Filed on 5/28/08 |
| NBC/Universal Evolution Plan | 100 - 100 UNIVERSAL CITY PZ, 91608 | 4 | N/A | CPC-2007-251-GPA-ZC-SP | Case Filed on 1/18/2007 |
| Warner Center Specific Plan | 6551 N DE SOTO AVE, 91303 | 3 | No. 168,873 (et. seq.) | ENV-2008-3471-EIR | Case Filed on 8/21/08 |