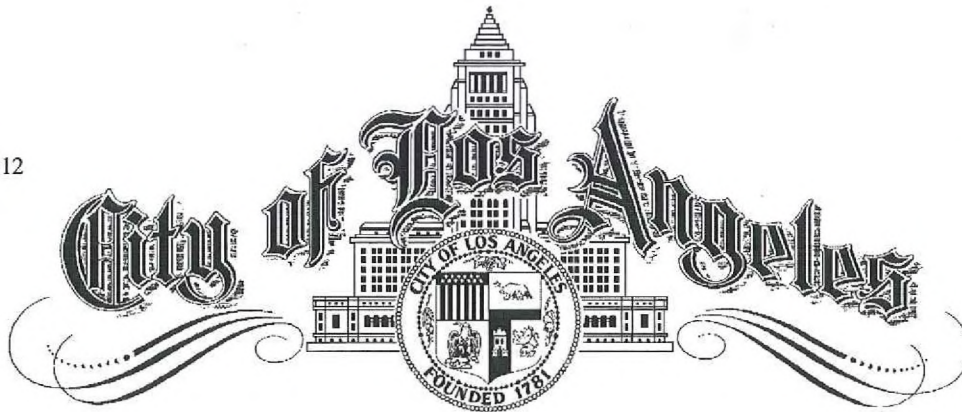


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CARMEN A. TRUTANICH
City Attorney

REPORT NO. R 1 3 - 0 0 4 6
JAN 29 2013

REPORT RE:

**ORDINANCE ESTABLISHING THE UNIVERSAL CITY SIGNAGE
SUPPLEMENTAL USE DISTRICT PURSUANT TO THE PROVISIONS
OF SECTION 13.11 OF THE LOS ANGELES MUNICIPAL CODE**

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

Council File 12-1657
CPC Nos. 2007-251, 2007-252, 2007-253

Honorable Members:

This Office has prepared and now transmits to you for your consideration, approved as to form and legality, a draft ordinance establishing the Universal City Signage Supplemental Use District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code. The draft has been modified from the City Planning Commission approved draft in accordance with the City Council's Motion adopted January 23, 2012.

Summary of Ordinance Provisions

The draft ordinance would create a sign district covering an area bounded by the Los Angeles River Flood Control Channel on the north, Barham Boulevard on the east, W.C. Fields Drive (formerly Buddy Holly Drive) and the US 101 Freeway on the south, and Lankershim Boulevard on the west. The boundaries of the sign district may change

as the result of a detachment and annexation application currently pending before the Local Agency Formation Commission for the County of Los Angeles.

The draft ordinance would create unique sign rights for the area. In particular, the draft ordinance would expand the definition of what is considered "on premises" so that signs advertising an event, good or service offered or taking place anywhere within the combined boundaries of the sign district area and the Universal Studios (County) Specific Plan Area would be considered on-site signs.¹ In addition, the draft ordinance would authorize several sign types that are generally prohibited in the City. For example, the draft ordinance would authorize pole signs, two supergraphic signs and three identification signs that may have moving parts (the signs, however, may not constitute Digital Displays).

Charter Findings

Pursuant to Charter Section 559, the Director of Planning has approved this revised draft ordinance on behalf of the City Planning Commission. Should you adopt this ordinance, you may comply with the provisions of Charter Section 558 by either adopting the findings of the Director of Planning as set forth in his transmittal to the City Council dated January 24, 2013, or by making your own findings.

CEQA Determination

If the City Council wishes to adopt the ordinance, it must first comply with CEQA. The Environmental Impact Report (EIR) for the project was previously certified by the City Council on November 14, 2012, and a Notice of Determination pertaining to such action was filed with the Los Angeles County Clerk on November 16, 2012. Therefore, City Council may comply with CEQA by taking the following action prior to, or concurrent with, any action to adopt the ordinance:

FIND under the California Public Resources Code Section 21166 and the State's Environmental Quality Act (CEQA) Guidelines Section 15162, on the basis of substantial evidence contained in the whole record, that since certification of EIR No. ENV-2007-254-EIR (SCH 2007071036), on November 14, 2012, there have been no changes to the Project, changes with respect to the circumstances under which the Project is being undertaken, or new information of substantial importance concerning the Project, which cause new significant environmental effects or a substantial increase in the severity of previously identified significant effects, and therefore no additional environmental review is required for the Project.

¹ The applicant, however, has volunteered in the Development Agreement to limit these enhanced on-site sign rights to advertisements for media products produced by NBC Universal or its affiliates.

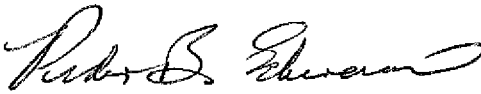
Council Rule 38 Referral

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

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

Very truly yours,

CARMEN A. TRUTANICH, City Attorney

By 
PEDRO B. ECHEVERRIA
Chief Assistant City Attorney

PBE/MJB:za
Transmittal

ORDINANCE NO. _____

An ordinance establishing the Universal City Sign District pursuant to the provisions of Section 13.11 of the Los Angeles Municipal Code.

WHEREAS, Universal City, including Universal Studios Hollywood theme park, Universal CityWalk, and Universal Studios, is an important regional entertainment, visitor, motion picture, television and media studio enterprise in the San Fernando Valley of the City and County of Los Angeles that provides thousands of jobs to the City and region; and

WHEREAS, studios and regional entertainment centers require unique and vibrant signage to attract viewers and consumers of all forms of entertainment media produced, created, recorded and developed by the studio and its affiliates, and to attract visitors to the entertainment venues; and

WHEREAS, vibrant signage will enhance Universal City's character as a worldclass entertainment, business, cultural, and visitor regional center; and

WHEREAS, the development, redevelopment, and enhancement of Universal City as a unique entertainment, visitor, motion picture, television and media studio regional center is important to ensure the continued economic vitality of the San Fernando Valley, the City and the region.

NOW, THEREFORE,

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

Section 1. ESTABLISHMENT OF THE UNIVERSAL CITY SIGN DISTRICT.

A. As of the effective date of this Ordinance, the City Council hereby establishes the Universal City Sign District covering an area bounded by the Los Angeles River Flood Control Channel on the north, Barham Boulevard on the east, W.C. Fields Drive (formerly Buddy Holly Drive) and the US 101 Freeway on the south, and Lankershim Boulevard on the west for those areas within the City of Los Angeles, as shown within the heavy lines on the attached map, Figure A-1.

B. After the adoption of the Universal City Sign District, portions of the Universal City Sign District existing as of the effective date may be detached to the County, and areas of the unincorporated County may be annexed into the City and made part of the Universal City Sign District upon approval of the detachment and annexation action by the Local Agency Formation Commission for the County of Los Angeles. If the proposed detachment and annexation actions are approved by the Local Agency Formation Commission, then the Universal City Sign District shall encompass those areas shown within the heavy lines on the attached map, Figure A-2, on the effective date of the detachment and annexation actions.

Sec. 2. **PURPOSES.** The Universal City Sign District is intended to enable the regulation of signs within the Universal City area within the City of Los Angeles in order to:

A. Encourage vibrant, clear, attractive signage that enhances the Universal City area while complementing and protecting the character of the surrounding areas by limiting visual clutter.

B. Ensure that new signs are responsive to and integrated with the aesthetic character of the structures on which they are located, and are positioned in a manner that is compatible both architecturally and relative to other signage within the Universal City area, including those in the area located within unincorporated Los Angeles County.

C. Encourage creative, well-designed signs that are part of an integrated development that contribute in a positive way to Universal City's visual environment, and help maintain an image of quality and excellence for the Sherman Oaks-Studio City-Toluca Lake-Cahuenga Pass Community Plan area.

D. Minimize potential traffic hazards and protect public safety.

E. Allow unique and vibrant signage that will enhance Universal City's character as a worldclass entertainment, business, cultural and visitor center.

Sec. 3. **APPLICATION OF SUPPLEMENTAL USE DISTRICT REGULATIONS.** The regulations of this Ordinance are in addition to those set forth in the planning and zoning provisions of the Los Angeles Municipal Code (the Code). Wherever this Ordinance contains provisions that establish regulations for sign types, sign height, sign area, number of signs, sign dimensions, sign content or other time, place or manner regulations that are different from, more restrictive than or more permissive than the Code would allow, this Ordinance shall prevail.

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

AERIAL VIEW SIGN. A sign that is applied or placed upon the roof surface, approximately parallel with the roof plane, intended to be viewed from the sky.

ARCHITECTURAL LEDGE SIGN. A sign with individual channel letters, numbers and/or a pre-fabricated image, attached to a horizontal projection forming a narrow shelf on a wall or architectural projection.

AWNING SIGN. Any sign located on the valance of a shelter supported entirely from the exterior wall of a building that extends over a

building feature (door, window, or a landscape/site feature such as a patio, deck, or courtyard) and is constructed of fabric.

BILLBOARD. Any sign on one or more poles or columns that:

1. is four feet or greater in height as measured from the natural or finished grade, whichever is higher, to the bottom of the sign, and
2. is structurally separate from an existing building or other improvement on a lot; and/or
3. is supported by an independent footing inside an existing building or other improvement on a lot extending through the roof of the supporting structure; and/or
4. is supporting a sign panel that is attached to the pole(s), post(s), or column(s) and that may be cantilevered over a building or structure on the lot.

CAN SIGN. A sign whose text, logos and/or symbols are placed on the 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.

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

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

GRAPHIC TREATMENT. A pattern which is applied to a fence/wall or structure and does not constitute any message and is not part of a Supergraphic Sign. A Graphic Treatment also may function as a screening device. Signs may be combined with Graphic Treatments; however, the entirety of the treatment, elements and signs shall count as sign area. Graphic Treatments consisting of patterns only and no messages are not signs and are not regulated by this Ordinance.

IDENTIFICATION SIGN. A sign that is limited to a company logo, generic type of business, or the name of a business or building, or a common place name for an area, e.g., Universal City.

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

INTEGRAL LARGE-SCALE ARCHITECTURAL LIGHTING.
Large-Scale Architectural Lighting that:

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

INTERIOR SIGN. Any sign within an interior courtyard, interior concourse or interior plaza of a non-historic building that is not visible in any way from the street, public right-of-way, or publicly accessible plaza adjacent to a public right-of-way. Interior Signs may be incidentally visible from adjoining lots on the premises but not visible outside of the combined boundaries of the Universal City Sign District area and the Universal Studios (County) Specific Plan area.

MONUMENT SIGN. A 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 displays any message directing attention to a business, product, service, profession, commodity, activity, event, person, institution or any other commercial message, which is generally conducted, sold, manufactured, produced, offered or occurs elsewhere than on the premises where the sign is located. For purposes of the sign regulations in this Ordinance, the premises shall include all properties within the combined boundaries of the Universal City Sign District area and the Universal Studios (County) Specific Plan Area.

ON-SITE SIGN. A sign that is other than an off-site sign.

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.

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.

PROJECTED IMAGE. An image projected on the face of a delineated wall or screen from a distant electronic device, such that the image does not originate from the plane of the wall.

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.

STREET BANNERS (PRIVATE). A banner sign that is generally constructed of fabric, canvas, metal or similar material and that is attached to a street light fixture on a Private Street as defined by Section 17.02 of the Code.

SUPERGRAPHIC SIGN. A sign, consisting of an image projected onto a wall or printed on vinyl, mesh or other material with or without written text, supported and attached to a wall by an adhesive and/or by using stranded cable and eyebolts and/or other materials or methods, and which does not comply with the following provisions of the Code: Sections 14.4.10, 14.4.16, 14.4.17, 14.4.18 and/or 14.4.20.

TEMPORARY SIGN. Any sign that is to be maintained for a limited duration, not to exceed 30 days, including paper signs and other signs that are not permanently affixed to the ground or building.

UNIVERSAL STUDIOS (COUNTY) SPECIFIC PLAN AREA. The specific plan area for the properties located within the unincorporated area of the County of Los Angeles adjacent to the Universal City Sign District area, as shown on Figure C-1 of this Ordinance as of the effective date of this Ordinance and as shown on Figure C-2 as of the effective date of the detachment and annexation actions discussed in Section 1.B of this Ordinance, should those actions be approved. The Director may modify Figure C-2 pursuant to Section 8 of this Ordinance to be consistent with the detachment and annexation actions.

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

WALL SIGN. Any sign attached to, painted on or erected against the wall of a building or structure, with the exposed face of the sign in a plane approximately parallel to the plane of the wall.

WINDOW SIGN. Any sign, except for a Supergraphic 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.

Sec. 5. PROCEDURAL REQUIREMENTS.

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

B. Director Sign-Off Required. LADBS or Department of Public Works, as applicable, may issue a permit for the following signs with only a Director sign-off on the permit application:

1. Architectural Ledge Signs.
2. Awning Signs.
3. Identification Signs without animation or moving parts.
4. Information Signs.
5. Interior Signs.
6. Monument Signs.
7. Pole Signs that measure 25 square feet or less in area.
8. Projecting Signs that measure less than 75 square feet in area.
9. Relocated Billboard Sign in Sub-district 6.
10. Street Banners (Private).
11. Temporary Signs.
12. Wall Signs that measure less than 75 square feet in area.
13. Window Signs.

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

C. Project Permit Compliance Required. LADBS shall not issue a permit for the following signs unless the Director has issued a Project Permit Compliance approval pursuant to the procedures set forth in Section 11.5.7 of the Code and Section 5.D of this Ordinance:

1. Identification Signs with animation or moving parts.
2. Pole Signs that measure greater than 25 square feet in area.
3. Pillar Signs.
4. Projecting Signs that measure 75 square feet or more in area.
5. Supergraphic Signs.
6. Tenant Identifications Signs that measure more than 75 square feet in area.
7. Wall Signs that measure more than 75 square feet in area.
8. Any other type of sign not listed in Section 5.B.

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

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

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

E. Findings Required for Project Permit Compliance Review. Prior to approval of the Project Permit Compliance review, the Director shall make the following findings in lieu of the findings set forth in Section 11.5.7.C.2 of the Code:

1. All proposed signage complies with the applicable regulations found in this Ordinance, and the applicable sign regulations in the Code.
2. Pursuant to the California Environmental Quality Act, the project incorporates mitigation measures, monitoring measures when necessary, or alternatives identified in the environmental review which would mitigate the negative environmental effects of the project, to the extent physically feasible.

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

3. All existing and proposed signs are appropriately scaled to the architectural character of all buildings and structures within the applicable sign Sub-district.
4. All existing and proposed signs result in a complementary enhancement to the architecture within the applicable sign Sub-district.
5. All existing and proposed signs within the applicable sign Sub-district result in a visually uncluttered appearance.

F. Appellate Body. The City Planning Commission shall decide all appeals of the Director's decisions on Project Permit Compliance decisions on signs subject to Section 5.C of this Ordinance. All other applicable appeals shall be decided pursuant to the procedures set forth in the Code.

G. Request for Adjustments and Exceptions from Regulations. The City Planning Commission shall have initial decision-making authority for granting exceptions from the provisions of this Ordinance. An applicant requesting an exception from the provisions of this Ordinance shall utilize the procedures for a Specific Plan Exception set forth in Section 11.5.7 F of the Code. In granting an exception, the City Planning Commission shall make all of the following findings, in lieu of the findings set forth in Section 11.5.7. F.2 of the Code:

1. Strict compliance would result in practical difficulty or unnecessary hardship inconsistent with the purposes of the zoning restrictions, due to unique physical or topographic circumstances or conditions of design;
2. Strict compliance would deprive the applicant of privileges enjoyed by owners of similarly zoned property; and

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

In addition to the limitations imposed by Section 11.5.7 of the Code, no exception may be granted from Section 6.A of this Ordinance. Adjustments pursuant to Section 11.5.7 of the Code are not permitted.

Sec. 6. GENERAL REQUIREMENTS.

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

A. Prohibited Signs. The following signs shall be prohibited in the specific Sub-districts as set forth below, except for signs permitted as Interior Signs:

1. Aerial View Signs in all Sub-districts: 1 – 6.
2. Billboards in Sub-districts: 1 – 6, except the existing Billboard in Sub-district 6, which may be relocated pursuant to Section 6.G below.
3. Can Signs in all Sub-districts: 1 – 6.
4. Captive Balloon Signs in all Sub-districts: 1 – 6.
5. Digital Display Signs in all Sub-districts: 1 – 6.
6. Illuminated Architectural Canopy Signs in all Sub-districts: 1 – 6.
7. Inflatable Devices in all Sub-districts: 1 – 6.
8. Integral Large-Scale Architectural Lighting in all Sub-districts: 1 – 6.
9. Internally-illuminated Awning Signs in all Sub-districts: 1 – 6.
10. Projected Image Signs in all Sub-districts: 1 – 6.
11. Roof Signs in all Sub-districts: 1 – 6.
12. Sandwich Board Signs in all Sub-districts: 1 – 6.
13. Supergraphic Signs in Sub-districts: 1 – 3, 5 and 6.
14. Off-site Signs in all Sub-districts: 1 – 6.

15. Signs for which a permit is required on Vacant Property in Sub-districts 1 – 5, expressly excluding the legal non-conforming Billboard located in Sub-district 6, which may be relocated pursuant to Section 6.G below.

16. Signs covering exterior doors and windows (whether operable or inoperable), rescue windows or other openings that serve habitable floor area, except for Identification Signs in Vertical Sign Zone 3, Supergraphic Signs and Window Signs permitted pursuant to this Ordinance.

17. Any sign not specifically authorized by this Ordinance or the Code.

B. Sign Sub-districts. The District is divided into six Sub-districts as shown on Figure B-1 of this Ordinance as of the effective date of this Ordinance and as shown on Figure B-2 as of the effective date of the detachment and annexation actions discussed in Section 1.B of this Ordinance should those actions be approved. The Director may modify Figure B-2 pursuant to Section 8 of this Ordinance to be consistent with the detachment and annexation actions. The purpose of the sign Sub-districts is to address the relationship between sign intensity and the uses surrounding each Sub-district.

1. **Sub-district 1: Lakeside Sub-district.** This Sub-district generally encompasses the area surrounded by the Los Angeles River Flood Control Channel to the north, Barham Boulevard to the east, the Hollywood Manor residential area to the south and Universal Studios to the west;

2. **Sub-district 2: Barham Sub-district.** This Sub-district generally encompasses the area surrounded by the Hollywood Manor residential area to the north, Barham Boulevard to the east, the US 101 Hollywood Freeway to the south and Universal CityWalk and Universal Studios to the west;

3. **Sub-district 3: Lankershim Sub-district.** This Sub-district generally encompasses the area surrounded by the Los Angeles River Flood Control Channel to the north, Universal Studios to the east and south, and Lankershim Boulevard to the west;

4. **Sub-district 4: Entertainment Sub-district.** This Sub-district generally encompasses the area located in the westerly portion of Universal City near the Lankershim Boulevard and Universal Hollywood Drive gateway to the entertainment and visitor-serving areas of Universal City;

5. **Sub-district 5: Universal Hollywood Drive Sub-district.** This Sub-district generally encompasses the area located southerly of the entertainment and visitor-serving areas of Universal City on the southerly side of Universal Hollywood Drive and northerly of the US 101 Hollywood Freeway;

6. **Sub-district 6: Universal City Barham Sign.** This Sub-district encompasses the sign located at the northerly corner of the intersection of Barham Boulevard and W.C. Fields Drive (formerly Buddy Holly Drive).

C. Vertical Sign Zones. The District area is also divided into three Vertical Sign Zones. The purpose of the Vertical Sign Zones is to address different sign viewing distances, including pedestrian views from street level, pedestrian views from a distance and views from vehicles. The Vertical Sign Zones are as follows:

1. **Level 1.** This Vertical Sign Zone is applicable to all signs located at street level, from 0 to 80 feet above grade.

2. **Level 2.** This Vertical Sign Zone is applicable to all signs located more than 80 feet above grade and up to 150 feet above grade.

3. **Level 3.** This Vertical Sign Zone is applicable to all signs located above Vertical Sign Zone Level 2 or the top 10 percent of a building that is 150 feet or less in height above grade.

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

E. Setback Area Sign Limitation. All signs shall be prohibited in the 100 foot setback area in the [Q]C2 zone (established by Ordinance No. 182321) in Sub-districts 1 and 2 adjacent to the existing Hollywood Manor residential area, except signs required by law.

F. Permitted Number of Signs, Sign Area, Sign Type, and Sign Height. This Ordinance supersedes Article 4.4 of the Code as it pertains to maximum permitted number of signs, sign area, sign type and sign height. Signs may only be placed in the Sub-districts as set forth below, and as further limited by the requirements for specific sign types as set forth in Section 7 of this Ordinance.

1. **Maximum Permitted Sign Area (By Sub-district).** The maximum permitted combined sign area in a Sub-district for all signs shall be as set forth in Table No. 1 below. The maximum sign areas established by this Ordinance are legal maximums only and, as such, may not necessarily be permitted. All signs in a Sub-district shall be included in the calculation of maximum permitted combined sign area except for the following signs:

- a. Information Signs.
- b. Interior Signs.
- c. Temporary Signs.

Table No. 1 – Maximum Sign Area

Sign Sub-District	Maximum Total Sign Area
1	10,000 square feet
2	500 square feet
3	1,500 square feet
4	26,000 square feet
5	3,000 square feet
6	1,000 square feet (relocated sign)

2. **Permitted Sign Types by Vertical Sign Zone.** Notwithstanding any provision in the Code to the contrary, the following signs in Table No. 2 are the only sign types permitted within the Sub-districts.

Table No. 2 — Permitted Sign Types

Sign Sub-District	Vertical Sign Zone 1	Vertical Sign Zone 2	Vertical Sign Zone 3
Sub-district 1	Architectural Ledge, Awning, Identification, Information, Interior, Monument, Pillar, Pole, Projecting, Street Banners (Private), Temporary, Wall, Window	None	Identification
Sub-district 2	Identification, Information (which may take the form of Wall or Pole)	None – N/A	None – N/A
Sub-district 3	Architectural Ledge, Identification, Information, Interior, Monument, Pole, Projecting, Temporary, Wall, Window	None – N/A	Identification
Sub-district 4	Architectural Ledge, Awning, Identification, Information, Interior, Monument, Pillar, Pole, Projecting, Street Banners (Private), Supergraphics, Temporary, Wall, Window	Supergraphic (Limited to 150' above grade)	Identification
Sub-district 5	Architectural Ledge, Identification, Information, Monument, Pillar, Pole, Projecting, Street Banners (Private), Temporary, Wall	None – N/A	Identification

Sign Sub-District	Vertical Sign Zone 1	Vertical Sign Zone 2	Vertical Sign Zone 3
Sub-district 6	1 relocated existing Billboard. No additional signage shall be permitted in Sub-district 6.	None – N/A	N/A

G. Existing Signs. Signs and/or sign support structures that are legally permitted and exist on the effective date of this Ordinance shall be permitted to continue and shall not be required to comply with this Ordinance, but shall comply with the Code related to the construction, installation and maintenance of sign structures.

Exception. The existing sign in Sub-district 6 may be relocated within Sub-district 6 in order to allow for the widening of Barham Boulevard or W.C. Fields Drive (formerly Buddy Holly Drive). The relocated sign may not exceed the height, width or surface area of the existing sign. In addition, the relocated sign must have the same orientation as the existing sign. The support structure may be replaced and shall be screened from view with landscaping to the extent feasible. Once the sign is relocated, any future modifications, alterations or repairs to the sign shall comply with Code requirements for legal non-conforming signs.

H. Backs of Signs. All signs which are located within 500 feet of the Universal City Sign District boundary and which are oriented so as to expose the unimproved back of the Sign toward a location outside of the combined boundaries of the Universal City Sign District and Universal Studios (County) Specific Plan area shall be improved or screened with landscaping or other aesthetic treatment(s) to buffer the view of the back of the Sign.

I. Supergraphic Signs Hours of Illumination. Supergraphic Signs may only be illuminated between one hour before sunset and 2:00 a.m.

J. Fire Safety. All new signs and sign support structures shall be made of noncombustible materials or plastics approved by both the Fire Department and LADBS.

K. Illumination. Except for Temporary Signs, which may not be illuminated, all signs within the Universal City Sign District may be illuminated by either internal or external means. The illumination regulations set forth in the Code, including, but not limited to, Section 93.0117, shall apply. Methods of signage illumination may include electric lamps, such as neon tubes; fiber optics; incandescent lamps; LED; LCD; cathode ray tubes exposed directly to view; shielded spot lights; and wall wash fixtures. All illuminated signs shall be limited to no more than two footcandles from sunset to sunrise, as measured at the property line of the nearest residentially zoned properties

outside the boundaries of the Universal City Sign District. Additionally, the applicant shall submit a signage illumination plan for Supergraphic signs to the Director pursuant to the Project Permit Compliance procedure set forth in Section 5.D of this Ordinance. The signage illumination plan shall be prepared by a lighting design expert, and those portions of the plan setting forth the wattage draw must be certified and stamped by an electrical engineer certified by the State of California. The plan shall include specifications for all illumination of signs, including maximum luminance levels, and shall provide for the review and monitoring of the displays in order to ensure compliance with the following regulations:

1. All illuminated Supergraphic Signs shall be designed, located or screened so as to minimize to the greatest reasonable extent possible direct light sources onto any exterior wall of a residential unit and into the window of any commercial building. If signs are to be externally lit, the source of the external illumination shall be shielded from public view.
2. All illuminated Supergraphic Signs shall be limited to no more than two foot-candles from sunset to 2:00 a.m., as measured at the property line of the nearest residentially zoned property outside the boundaries of the Universal City Sign District.
3. Signage shall not use highly reflective materials such as mirrored glass.
4. In order to satisfy the requirements of the 2008 version of Title 24 of the California Code of Regulations, no signage display or lighting shall have a wattage draw exceeding 12 watts per square foot.

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

1. The building and ground area around the signs shall be properly maintained. All unused mounting structures, hardware and wall perforation from any abandoned sign shall be removed and building surfaces shall be restored to their original condition.
2. All signage copy shall be properly maintained and kept free from damage and other unsightly conditions, including graffiti.
3. All sign structures shall be kept in good repair and maintained in a safe and sound condition and in conformance with all applicable codes.
4. Razor wire, barbed wire, concertina wire, or other barriers preventing unauthorized access to any sign, if any, shall be hidden from public view.
5. The signage copy must be repaired or replaced immediately upon tearing, ripping, or peeling, or when marred or damaged by graffiti.

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

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

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

M. Sign Area Calculation. Sign area shall be calculated in accordance with the Code.

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

O. Freeway Exposure. Signs conforming to the regulations of this Ordinance are exempt from Section 14.4.6 A of the Code. All Signs shall continue to be subject to approval under the Outdoor Advertising Act, where applicable.

P. Alterations, Repairs or Rehabilitation. Any alteration, repair or maintenance work on a legally permitted sign or sign structure shall be governed by the Code, except for the legal non-conforming Billboard located in Sub-district 6, which may be relocated pursuant to Section 6.G of this Ordinance.

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

R. Mulholland Scenic Parkway Specific Plan. Notwithstanding the requirements of the Mulholland Scenic Parkway Specific Plan (Ordinance No. 167,943), the existing Billboard located in Sub-district 6, which is located within the Outer Corridor of the Specific Plan, may be relocated and shall not be subject to the Mulholland Scenic Parkway Specific Plan. No additional signage shall be permitted in Sub-district 6. Buildings, including public facilities, located within the Outer Corridor of the Specific Plan shall be subject to the regulations of the Specific Plan.

Sec. 7. STANDARDS FOR SPECIFIC TYPES OF SIGNS.

A. Architectural Ledge Signs.

1. General.

- a. Architectural Ledge Signs shall be limited to Identification and Information Signs.
- b. Individual letters, numbers or logos no more than 24 inches in height may stand atop or be suspended from a ledge.
- c. Solid panels and Can Signs are not permitted as Architectural Ledge signs.
- d. The sign shall be oriented so that the message, graphic, or symbol on the sign is approximately parallel with the façade of the structure to which the sign is attached.

2. Location.

- a. An Architectural Ledge Sign shall only be located over a pedestrian or vehicle entranceway or window on the ground floor of a building; and
- b. An Architectural Ledge Sign may be located on an architectural ledge, canopy or overhang, provided all structural Code requirements are met.

3. Dimensions.

- a. **Height.** The bottom of the ledge on which an Architectural Ledge Sign is located shall be at least eight feet above the natural or finished grade as measured vertically. The bottommost portion of a sign suspended from an architectural ledge shall be at least eight feet above the natural or finished grade as measured vertically.
- b. **Length.** A ledge that is constructed for the purpose of supporting an Architectural Ledge Sign may not exceed 15 feet in length as measured horizontally.
- c. **Suspension.** Supports that are constructed for the purpose of supporting an Architectural Ledge Sign may not exceed 24 inches in height as measured vertically from the top of the letter or symbol to the bottom of the supporting architectural appurtenance, nor may those supports exceed eight inches in width as measured horizontally.

B. Awning Signs. Awning Signs shall comply with Section 14.4.19 of the Code and shall be limited to Identification Signs.

C. Identification Signs.

1. **General.** Identification Signs may be Wall Signs or other types of installation as allowed in the applicable Sub-district by this Ordinance, and shall be limited to a logo, generic type of business, the name of a business or building, or a common place name for an area, e.g., Universal City.

2. **Area Identification Signs.**

a. **Maximum Number of Signs.**

i. In Sub-district 1, a maximum of two area Identification Signs are permitted.

ii. In Sub-districts 2, 5 and 6, no area Identification Signs are permitted.

iii. In Sub-district 3, one area Identification Sign is permitted.

iv. In Sub-district 4, two area Identification Signs are permitted.

b. **Sign Area.** The Sign Area for an individual area Identification Sign shall not exceed 500 square feet.

c. **Animation and Moving Parts.** Notwithstanding the prohibition in Sections 14.4.4 B. 4 and 14.4.4 B. 8 of the Code, Identification Signs may contain parts that change, move, stream, scroll, or otherwise incorporate physical motion provided that the following conditions are satisfied:

i. The sign may not constitute a Digital Display sign.

ii. The sign shall be limited to physical rotation motion not to exceed one revolution per minute.

iii. In Sub-district 1, a maximum of one of the two permitted area Identification Signs may have animation and moving parts. In Sub-district 4, both of the permitted area Identification signs may have animation and moving parts. In Sub-district 3, the permitted area Identification Sign may not have animation or moving parts.

3. **Building Identification Signs.**

a. **Maximum Number of Signs.** In Sub-districts 1, 2, 3, 4 and 5, a maximum of one building Identification Sign per Face of the Building and a maximum of four building Identification Signs per building are permitted.

b. **Sign Area.**

i. In Sub-districts 1, 2, 3 and 5, the sign area for an individual building Identification Sign shall not exceed 150 square feet.

ii. In Sub-district 4, the sign area for an individual building Identification Sign shall not exceed 800 square feet.

4. **Tenant Identification Signs.**

a. **Maximum Number of Signs.** In Sub-districts 1, 2, 3, 4, and 5, a maximum of two tenant Identification Signs per tenant space, with a maximum of six tenant Identification Signs on any one Face of the Building are permitted.

b. **Sign Area.** In Sub-districts 1, 2, 3, 4 and 5, the Sign Area for an individual tenant Identification Sign shall not exceed three square feet per lineal foot of tenant Building Frontage.

D. Information Signs. Unless otherwise specified in this Ordinance, Information Signs shall comply with 14.4.7 of the LAMC.

1. **General.**

a. Information Signs shall be limited to non-commercial information messages.

b. Information Signs shall be limited to Architectural Ledge, Monument, Pillar, Pole, Projecting, Wall, or Window Signs.

2. **Maximum Number of Signs.** There is no limitation on the number of Information Signs permitted.

3. **Sign Area.** The sign area for an individual Information Sign shall not exceed 25 square feet, with no limitation on the total sign area for all Information Signs. Information Signs shall not count toward the total Sign Area limitations set forth in Section 6.F Table No. 1 of this Ordinance.

4. **Sign Height.** Notwithstanding Section 14.4.7.B of the Code, Information Signs shall be limited to Vertical Sign Zone 1, with the additional

limitation that Information Signs in Sub-District 2 shall not exceed 20 feet in height above grade.

E. Interior Signs.

1. General.

a. Interior Signs shall be On-Site Signs.

b. Interior Signs shall be any signs in Sub-districts 1, 2, 3, 4 and 5 that are not visible outside of the combined boundaries of the Universal City Sign District and the Universal Studios (County) Specific Plan Area.

c. Notwithstanding the limitations established by this Ordinance; Interior Signs may be any type of sign installation allowed by this Ordinance except Supergraphic Signs.

2. Maximum Number of Signs. There is no limitation on the number of Interior Signs permitted in Sub-districts 1, 2, 3, 4 and 5 and Interior Signs are not applicable or permitted in Sub-district 6.

3. Sign Area. The sign area for an individual Interior Sign shall not exceed 500 square feet, with no limitation on the total sign area for all Interior Signs. Interior Signs shall not count toward the total sign area limitations set forth in Section 6.F Table No. 1 of this Ordinance.

F. Monument Signs.

1. General. Monument Signs shall be limited to Identification and Information Signs.

2. Maximum Number of Signs. Monument Signs shall be regulated by the limitations on Identification and Information Signs.

3. Sign Area. The sign area of Monument Signs shall be regulated by the limitations on Identification and Information Signs, and shall have a horizontal dimension equal to or greater than its vertical dimension.

4. Sign Height. The bottom of Monument Signs shall be raised no more than 12 inches above finished grade, and the top of the Monument Sign shall be no more than eight feet in height above grade.

G. Pillar Signs.

1. General. Pillar Signs shall be limited to Identification and Information Signs, and shall not be a Can Sign.

2. **Maximum Number of Signs.** Pillar Signs shall be regulated by the limitations on Identification and Information Signs.

3. **Sign Area.** The Sign Area of Pillar Signs shall be regulated by the limitations on Identification and Information Signs and shall have a horizontal dimension that does not exceed 25 percent of the length of the vertical dimension.

4. **Location.**

a. A Pillar Sign shall not be permitted on a lot that has an existing Billboard or Pole Sign.

b. Pillar Signs shall not be permitted on that portion of a lot having less than 50 feet of street frontage. Lots having a street frontage of at least 50 feet may have one Pillar Sign.

c. Pillar Signs shall be set back at least 10 feet from the intersection of a driveway and the public right-of-way, and shall not interfere with or present a hazard to pedestrian or vehicular traffic.

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

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

H. Pole Signs.

1. **General.**

a. There are two groups of Pole Signs: Group A (up to 600 square feet in sign area) and Group B (up to 25 square feet in sign area).

b. Group A Pole Signs shall be limited to On-Site Signs.

c. Group B Pole Signs shall be limited to Information Signs and shall be regulated by the provisions for Information Signs in Subsection 7.D of this Ordinance.

2. **Maximum Number of Signs.**

a. A maximum of six Group A Pole Signs shall be allowed in Sub-district 4 and the total number of Group A Pole Signs and general Wall Signs combined in Sub-district 4 shall not exceed twelve signs.

b. Group A Pole Signs are prohibited in Sub-districts 1, 2, 3, 5 and 6.

c. Group B Pole Signs are allowed in Sub-districts 1, 2, 3, 4 and 5, with no limitation on the number of Group B Pole Signs.

d. Group B Pole Signs are prohibited in Sub-district 6.

3. **Sign Area.**

a. The sign area for an individual Group A Pole Sign in Sub-district 4 shall be limited to 600 square feet.

b. The sign area for an individual Group B Pole Sign in Sub-districts 1, 2, 3, 4 and 5 shall be limited to 25 square feet, with no limitation on the total sign area for all Group B Pole Signs.

4. **Sign Height.** Group A and Group B Pole Signs shall be limited to Vertical Sign Zone 1, with the additional limitation that Group A Pole Signs in Sub-district 4 shall be limited to 40 feet in height above grade.

5. **Design Requirements.**

a. Group A Pole Signs in Sub-district 4 shall be designed to be integrated with street furniture and the sidewalk and streetscape design, and/or shall include asymmetrical supports to de-emphasize the support pole(s).

b. The lighting for Group A Pole Signs in Sub-district 4 shall be integrated into the frame of the Pole Signs. Group A Pole Signs shall not have visible isolated lamp sources.

I. **Projecting Signs.**

1. **General.**

a. The text, message or logo on a Projecting Sign shall consist of individual, dimensional letters or graphic elements that are applied onto the sign surface.

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

2. **Maximum Number of Signs.** Projecting Signs shall be regulated by the limitations on Identification and Information Signs.

3. **Extension Above The Roof.** A Projecting Sign may extend above the top of the wall or roof parapet of a building face, but the extension shall not

exceed 30 percent of the total vertical height of the projecting sign. In no event shall a Projecting Sign extend higher than 150 feet from grade.

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

5. **Sign Height.**

a. A Projecting Sign shall not be located lower than eight feet above sidewalk grade nearest the sign.

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

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

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

6. **Location.**

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

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

J. Street Banners (Private).

1. **General.** Street Banners (Private) shall not obstruct traffic signals or warning devices in compliance with State and City Codes.

2. **Maximum Number of Signs.**

a. There shall be a maximum of two double-sided signs per street light fixture on a Private Street.

b. There is no limitation on the total number of Street Banners (Private) except as limited by the two signs per street light fixture.

3. **Sign Area.** The sign area for an individual Street Banner (Private) shall not exceed 24 square feet per face.

K. Street Banners (Public). Street Banners (Public) in the public right-of-way shall be in compliance with Section 62.132 of the Code.

L. Supergraphic Signs.

1. General.

a. Supergraphic Signs shall comply with all Fire Department requirements and shall not cover emergency access points to the building.

b. Other than Identification Signs, no other types of signs shall be permitted on the same Face of the Building with a Supergraphic Sign.

2. Maximum Number of Signs.

a. In Sub-districts 1, 2, 3, 5 and 6, Supergraphic Signs are prohibited.

b. In Sub-district 4, there shall be a maximum of two Supergraphic Signs permitted.

3. Sign Area.

a. There shall be no limit on the overall Sign Area of a Supergraphic Sign; however, the Department of Building and Safety may require the Sign to be broken up into separate panels for safety purposes.

b. The entirety of a Supergraphic Sign shall count toward the total Sign Area limitations set forth in Section 6.F Table No. 1 of this Ordinance.

4. Sign Height. Supergraphic Signs shall be limited to 150 feet in height and shall not exceed the height of the building on which they are affixed.

5. Design Requirements.

a. Supergraphic Signs shall be architecturally and compositionally integrated into the building's façade.

b. Supergraphic Signs shall not be vinyl on glass.

M. Temporary Signs.

1. General. Unless otherwise specified in this Ordinance, a Temporary Sign shall comply with Section 14.4.16 of the Code.

2. Maximum Number of Signs. There is no limitation on the number of Temporary Signs permitted.

3. **Sign Area.** The Sign Area for an individual Temporary Sign shall not exceed 125 square feet.

N. Wall Signs.

1. **General.**

a. Walls Signs that are Identification Signs or Information Signs shall be regulated by the provisions for Identification Signs in Subsection 7.C and Information Signs in Subsection 7.D, while general Wall Signs shall be regulated by the provisions in this Section.

b. There are three groups of general Wall Signs: Group A (1,000 square feet), Group B (600 square feet) and Group C (125 square feet) classified based on the sign area.

2. **Maximum Number of Signs.**

a. In Sub-district 1, there shall be a maximum of ten Group B and two Group C general Wall Signs, and no Group A general Wall Signs and the total number of Billboards and general Wall Signs combined shall not exceed twelve signs.

b. In Sub-districts 2, 3, 5 and 6, general Wall Signs are prohibited.

c. In Sub-district 4, there shall be a maximum of twelve general Wall signs that may be Group A, Group B or Group C.

3. **Sign Area.**

a. Group A general Wall Signs shall not exceed 1,000 square feet.

b. Group B general Wall Signs shall not exceed 600 square feet.

c. Group C general Wall Signs shall not exceed 125 square feet.

4. **Design Requirements.** Group A and Group B general Wall Signs shall be architecturally and compositionally integrated into the building's façade, and may include channel letters.

O. Window Signs.

1. **General.** Window Signs shall be limited to Identification and Information Signs.

2. **Maximum Number of Signs.** Window Signs shall be regulated by the limitations on Identification and Information Signs.

3. **Sign Area.**

a. The Sign Area of Window Signs shall be regulated by the limitations on Identification and Information Signs.

b. Window Signs located on or within six feet of the window plane, painted or attached, shall not exceed fifteen percent of the glassed area of the window in which the Window Sign is placed.

Sec. 8. SIGN DISTRICT BOUNDARIES AND FIGURES FOLLOWING LAFCO ACTION.

A. As of the effective date of this Ordinance, the boundaries of the Universal City Sign District shall be as shown on Figure No. A-1, and the applicable figures for this Sign District shall be Figures Nos. A-1, B-1 and C-1.

B. If the Local Agency Formation Commission for the County of Los Angeles approves certain proposed detachment and annexation actions, then the Universal City Sign District shall encompass those areas shown on Figure A-2, and the applicable figures for this Sign District as of the effective date of the detachment and annexation actions shall be Figures Nos. A-2, B-2 and C-2.

C. If the Local Agency Formation Commission for the County of Los Angeles modifies the proposed detachment and annexation areas, the boundaries of the Universal City Sign District shall be modified consistent with the Local Agency Formation Commission's action, and the Director is authorized to modify Figures Nos. A-2, B-2 and C-2 of this Ordinance consistent with the modified boundaries.

D. No further Area Planning Commission, City Planning Commission or City Council action shall be required to modify this Sign District consistent with the Local Agency Formation Commission's action. These boundary and figures modification procedures shall apply only to modifications for consistency with the Local Agency Formation Commission's action. All other boundary adjustments, exceptions, amendments and interpretations to this Ordinance shall follow the procedures set forth in the Charter or the Municipal Code.

Sec. 9. **SEVERABILITY.** If any provision of this Ordinance or its application to any person or circumstance is held to be unconstitutional or otherwise invalid by any court of competent jurisdiction, the invalidity shall not affect other provisions, clauses or applications of said Ordinance, which can be implemented without the invalid provision, clause or application, and to this end, the provisions and clauses of this Supplemental Use District Ordinance are declared to be severable.

Sec. 10. This Ordinance shall not take effect unless the Development Agreement by and between the City of Los Angeles and Universal Studios, LLC for this project is approved and fully executed.

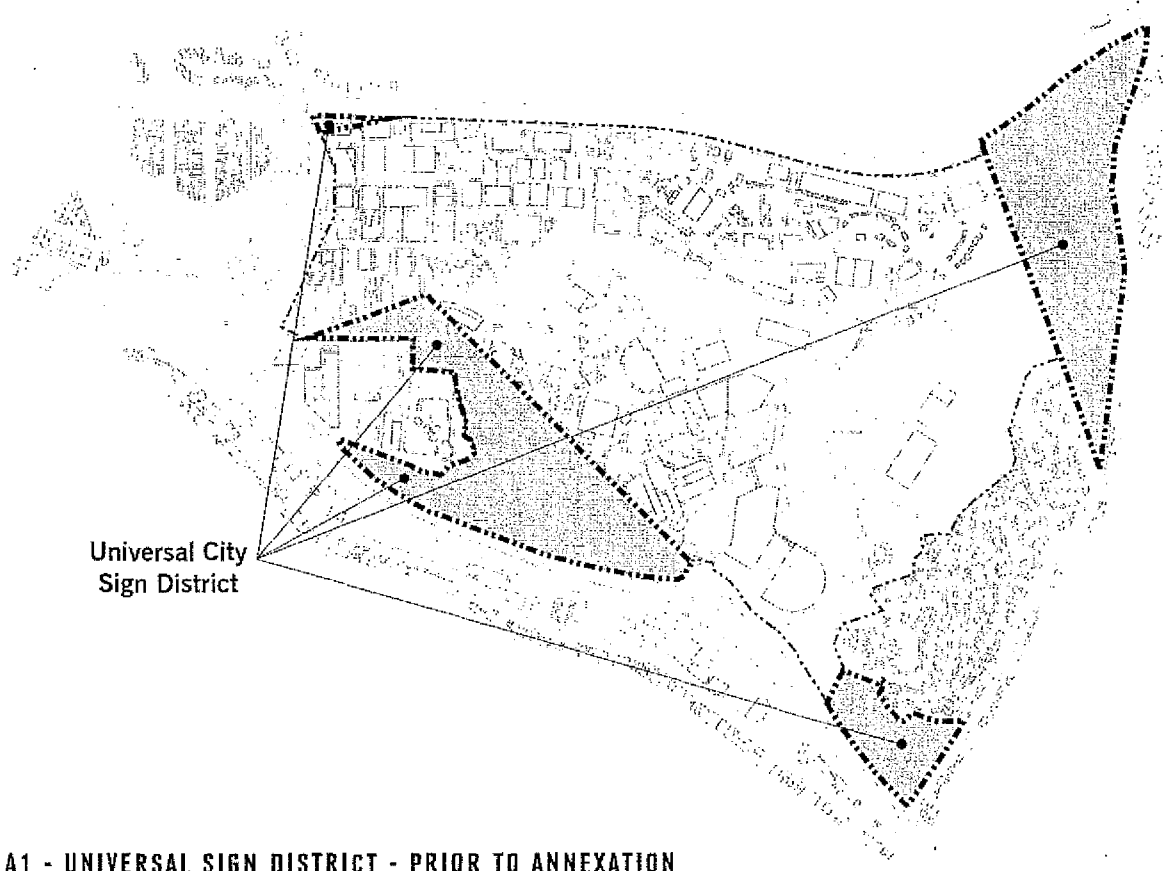


FIGURE A1 - UNIVERSAL SIGN DISTRICT - PRIOR TO ANNEXATION
October 5, 2012



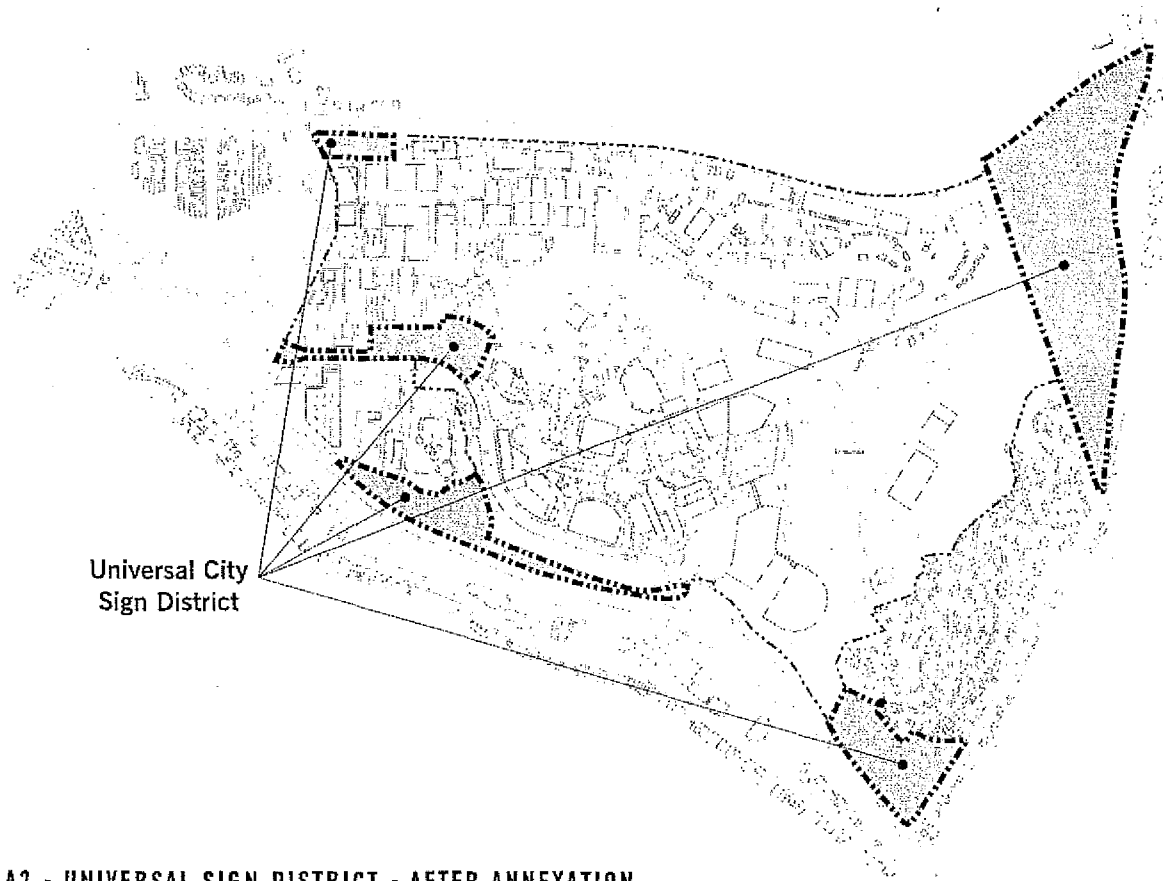
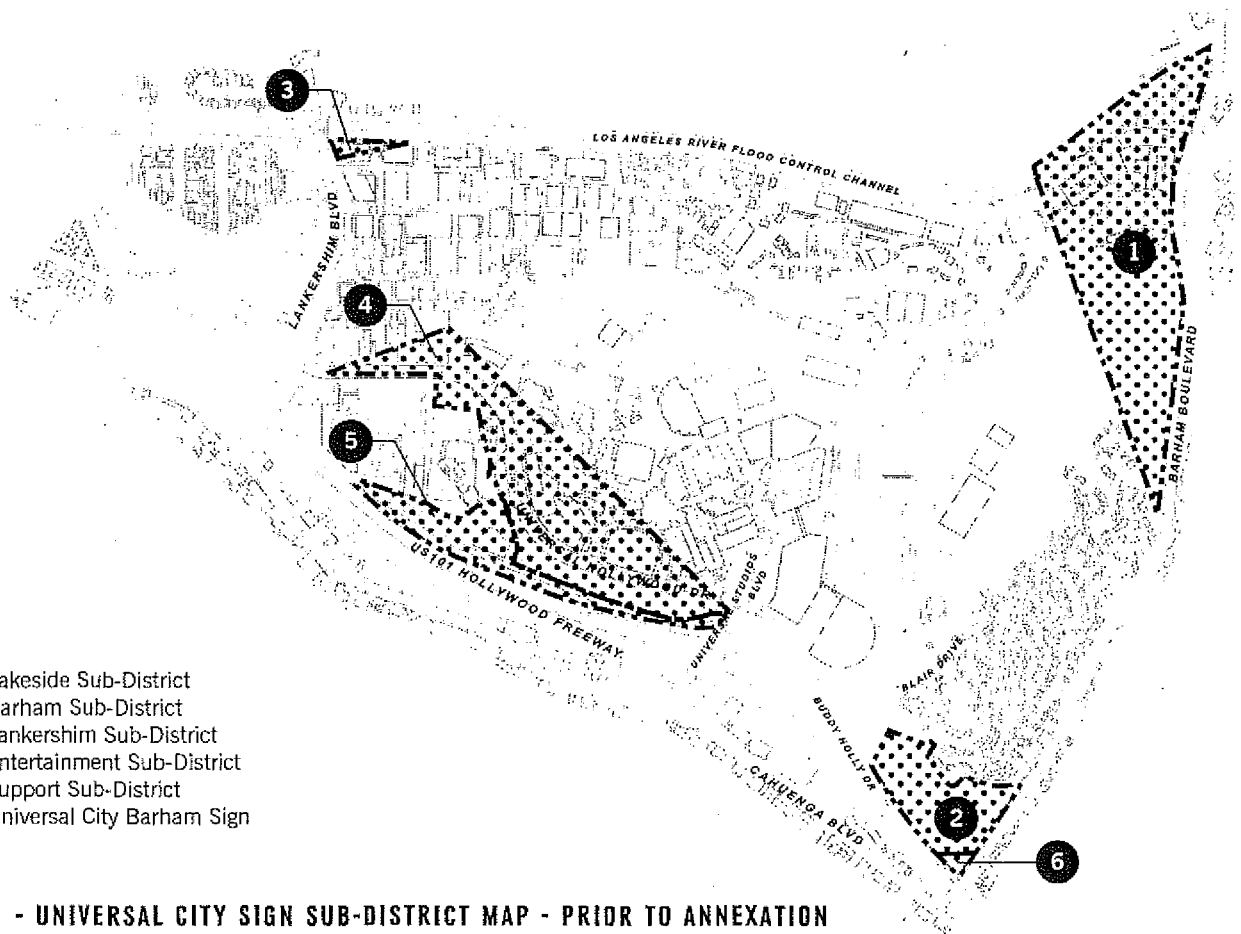


FIGURE A2 - UNIVERSAL SIGN DISTRICT - AFTER ANNEXATION
October 5, 2012

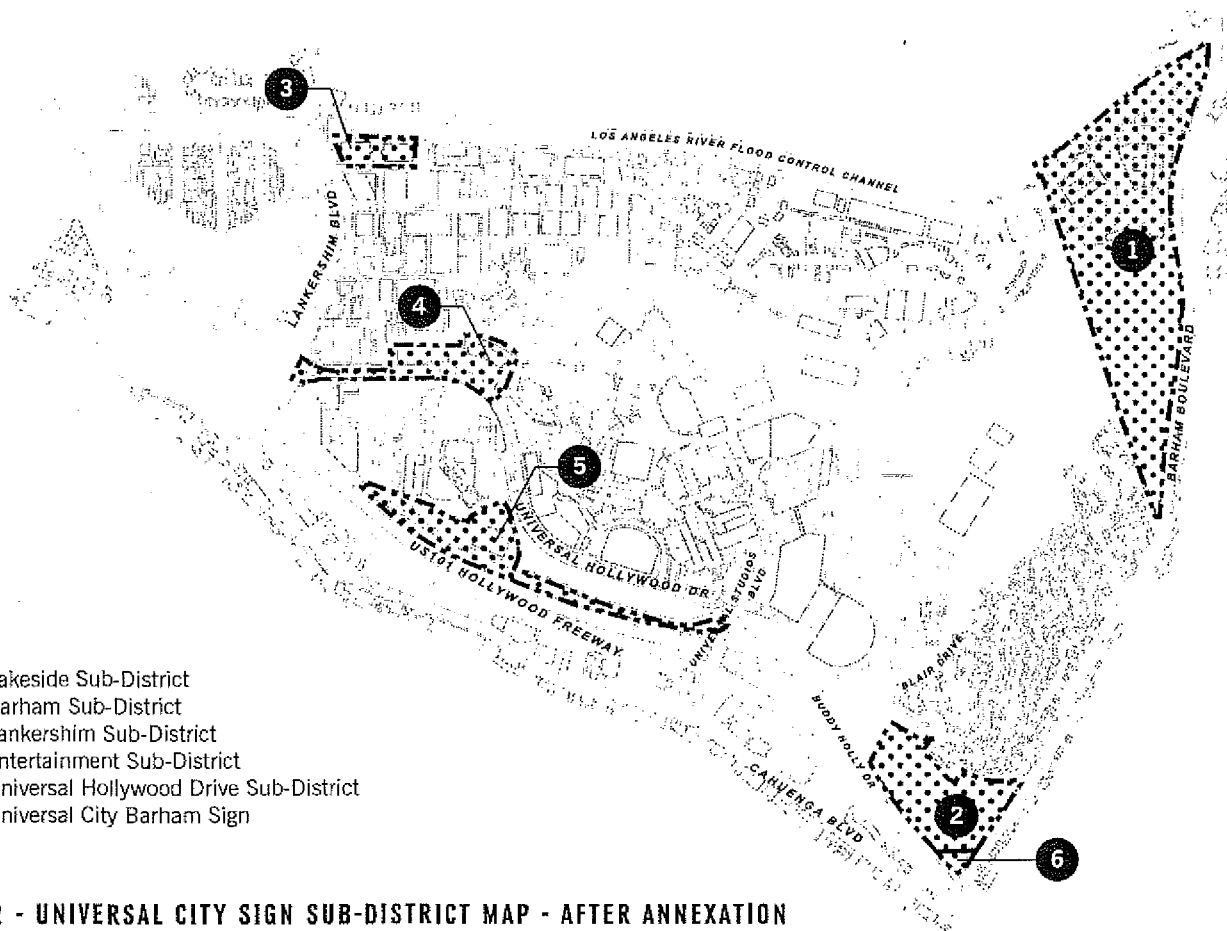




- 1 Lakeside Sub-District
- 2 Barham Sub-District
- 3 Lankershim Sub-District
- 4 Entertainment Sub-District
- 5 Support Sub-District
- 6 Universal City Barham Sign

FIGURE B1 - UNIVERSAL CITY SIGN SUB-DISTRICT MAP - PRIOR TO ANNEXATION
 October 12, 2012





- 1 Lakeside Sub-District
- 2 Barham Sub-District
- 3 Lankershim Sub-District
- 4 Entertainment Sub-District
- 5 Universal Hollywood Drive Sub-District
- 6 Universal City Barham Sign

FIGURE B2 - UNIVERSAL CITY SIGN SUB-DISTRICT MAP - AFTER ANNEXATION
 October 5, 2012



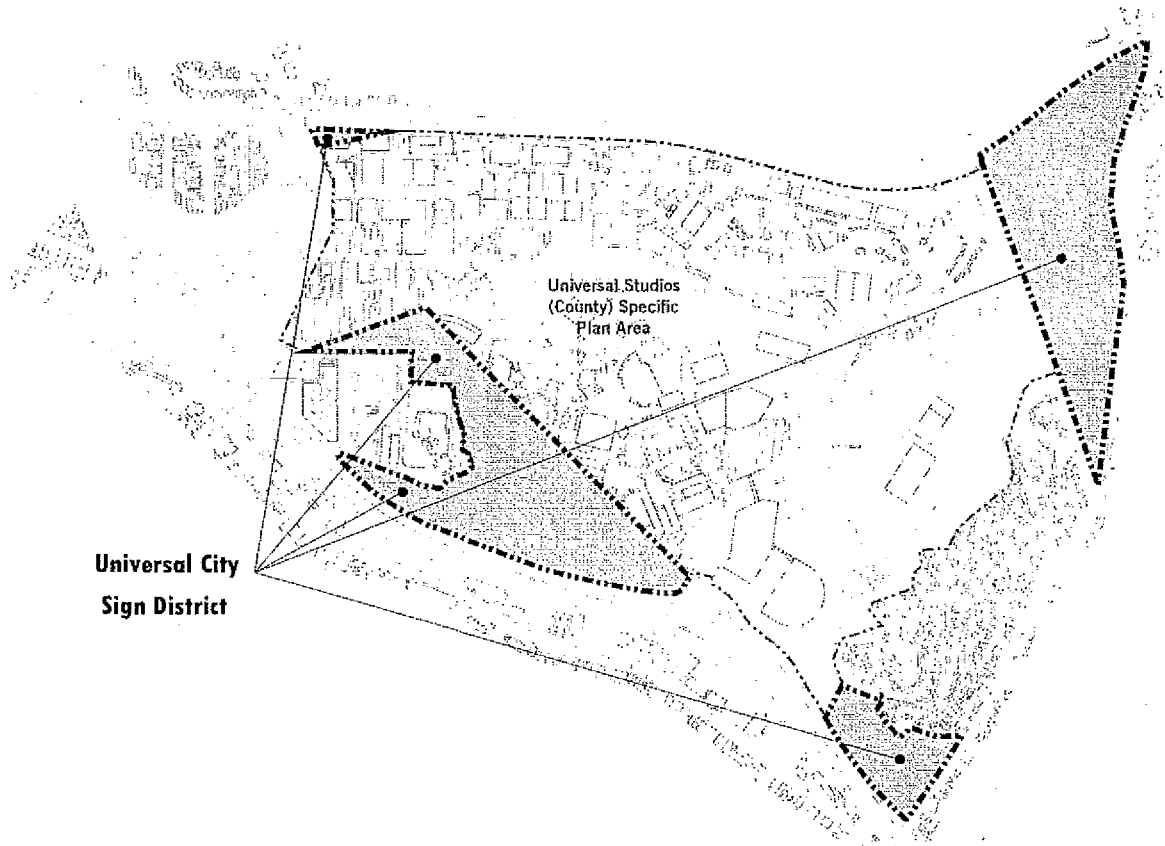


FIGURE C1 - UNIVERSAL CITY SIGN DISTRICT AND UNIVERSAL STUDIOS SPECIFIC PLAN MAP - PRIOR TO ANNEXATION
October 5, 2012



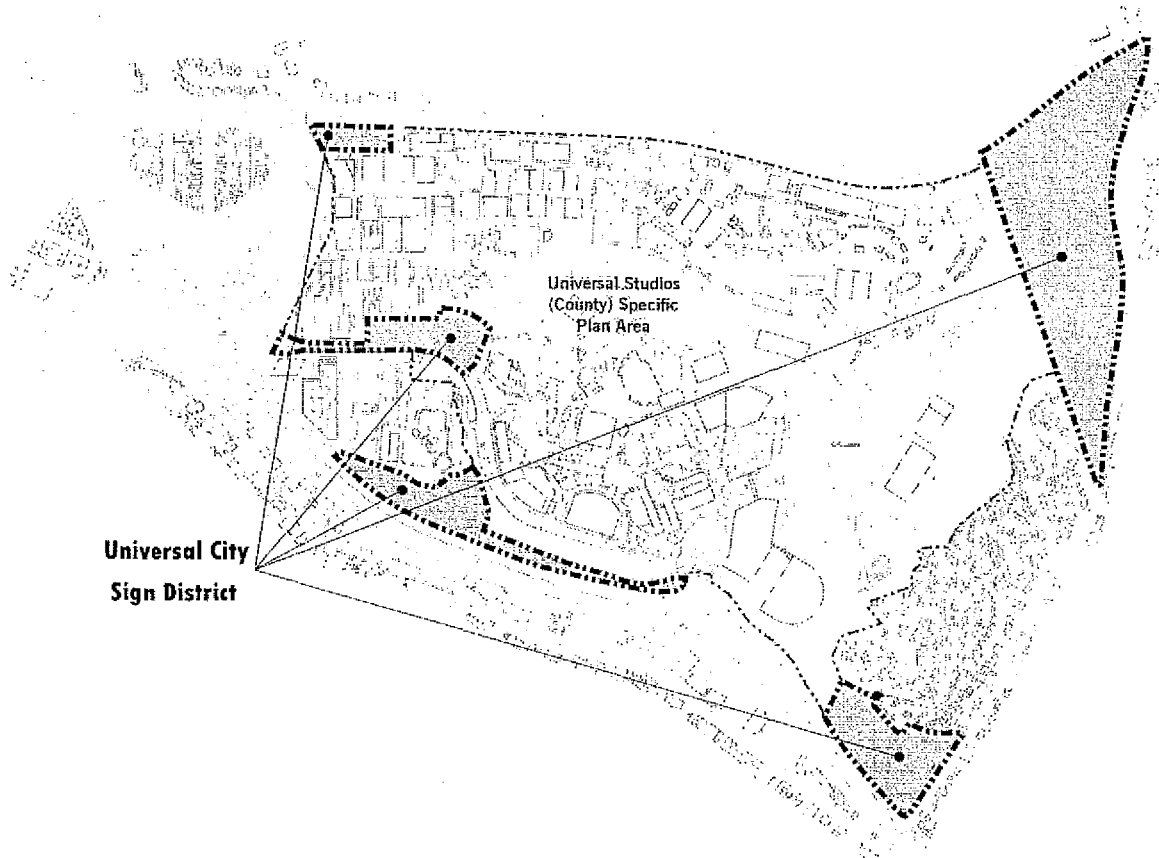


FIGURE C2 - UNIVERSAL CITY SIGN DISTRICT AND UNIVERSAL STUDIOS SPECIFIC PLAN MAP - AFTER ANNEXATION
October 5, 2012



Sec. 11. The City Clerk shall certify to the passage of this ordinance and have it published in accordance with Council policy, either in a daily newspaper circulated in the City of Los Angeles or by posting for ten days in three public places in the City of Los Angeles: one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; and one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

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

JUNE LAGMAY, City Clerk

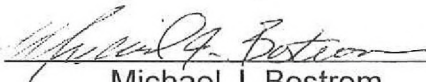
By _____ Deputy

Approved _____

Mayor

Approved as to Form and Legality

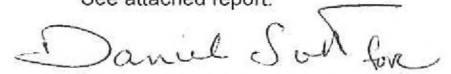
CARMEN A. TRUTANICH, City Attorney

By 
Michael J. Bostrom
Deputy City Attorney

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

January 25, 2013

See attached report.


Michael LoGrande
Director of Planning

Date 1/25/13

File No(s). CF 12-1657; CPC File Nos. 2007-251, 2007-252, 2007-253

DEPARTMENT OF
CITY PLANNING

200 N. SPRING STREET, ROOM 525
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AND

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PRESIDENT
REGINA M. FREER
VICE-PRESIDENT

SEAN O. BURTON
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GEORGE HOVAGJIMIAN
ROBERT LESSIN
DANA M. PERLMAN
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INFORMATION
www.planning.lacity.org

January 24, 2013

The Honorable Carmen A. Trutanich
City Attorney
200 North Main Street, 8th Floor
Los Angeles, CA 90012-4131

Attention: Michael J. Bostrom
Deputy City Attorney

**RE: DRAFT OF UNIVERSAL CITY SIGN DISTRICT ORDINANCE FOR PROPERTY
LOCATED AT 100 UNIVERSAL CITY PLAZA, PURSUANT TO LAMC SECTION 13.11**

Council File No: 12-1657

CPC File Nos.: 2007-251, 2007-252, 2007-253

At its meeting on October 25, 2012, the City Planning Commission approved and recommended that the City Council adopt a sign ordinance to establish the Universal City Supplemental Use Sign District for the area located at 100 Universal City Plaza in the Sherman Oaks-Studio City-Toluca Lake-Cahuenga Pass Community Plan Area.

On January 22, 2013 the City Council directed the Department of City Planning to work with the City Attorney to review the draft ordinance as to form and legality. Additionally, further changes are incorporated in the attached ordinance including clarifying guidelines on Pole Signs, the definition of Interior Signs, project permit procedures, vertical zones, and illumination standards. These changes were incorporated pursuant to a Motion (see attached) adopted by the City Council on January 23, 2013.

Charter Sections 556, 558, and 559

For the foregoing reason and as provided under the authority of Sections 558 and 559 of the City Charter, I find that my action conforms to the applicable portions of the General Plan and with the City Council's action taken relative to Case No. CPC-2007-251-GPA-ZC-SP-SPA-CA on January 22, 2013 and I therefore adopt their Findings and approve this ordinance establishing the Universal City Supplemental Use Sign District, and recommend that it be adopted insofar as it does conform to the latest action of the City Council on this matter.

Very truly yours,

MICHAEL J. LOGRANDE
Director of Planning

Attachments:
A - Findings
B - Ordinance
C - Motion

DS:jf:ms

FINDINGS

1. Findings under Charter 556: Conformance with the General Plan

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

The Universal City Signage Supplemental Use Sign District (Sign District) is in substantial conformance with the purposes, intent and provisions of the General Plan for the following reasons:

A. General Plan Framework

The General Plan Framework, adopted in December 1996, and re-adopted in August 2001, provides current guidance on land use issues for the entire City. The area included in the Sign District is designated for a Regional Center on the Long Range Land Use Diagram for the San Fernando Valley (Figure 3-4). In conformance with Objectives 3.10 and 3.14 of the Framework Element set forth below, the Sign District is consistent with and will help contribute to the long-term success of the broad range of commercial, entertainment and studio (industrial) uses planned within the Sign District area located in a designated Regional Center:

Objective 3.10: Reinforce existing and encourage the development of new regional centers that accommodate a broad range of uses that serve, provide job opportunities, and are accessible to the region, are compatible with adjacent land uses, and are developed to enhance urban lifestyles.

Objective 3.14: Provide land and supporting services for the retention of existing and attraction of new industries.

These objectives are supported by this action as they will ensure an overall sign program that will provide cohesive development. The establishment of the Sign District supports the implementation of Framework Element Policies 3.10.1 and 3.14.2 by allowing signage appropriate to the range of uses and activities planned on the property.

Policy 3.10.1: Accommodate land uses that serve a regional market in areas designated as "Regional Center" in accordance with [Framework Element] Tables 3-1 and 3-6. Retail uses and services that support and are integrated with the primary uses shall be permitted. The range and densities/intensities of uses permitted in any area shall be identified in the community plans.

Table 3-1 includes the following typical uses, among others, being located in a Regional Commercial center: corporate and professional offices, retail commercial (including malls), offices, personal services, eating and drinking establishments, telecommunications centers, entertainment, major cultural facilities (libraries, museums, etc.),

commercial overnight accommodations (hotels, motels), and similar uses.

Policy 3.14.2: Provide flexible zoning to facilitate the clustering of industries and supporting uses, thereby establishing viable "themed" sectors (e.g., movie/television/media production, set design, reproductions, etc.).

The NBC Universal Evolution Plan zone change provided for the development of studio, office and entertainment uses. The Universal City Sign District will support the continued viability and success of Universal City as a themed commercial, entertainment and studio sector in the City. The Universal City Sign District will allow a variety of signage sizes and types appropriate for promoting the mix of commercial, entertainment and studio uses existing and planned in Universal City.

B. Sherman Oaks – Studio City – Toluca Lake – Cahuenga Pass Community Plan

The Universal City Sign District will promote the objectives, policies and goals of the Sherman Oaks – Studio City – Toluca Lake – Cahuenga Pass Community Plan by supporting the continued development of Universal City. By allowing signage regulations that vary from the Code, the Sign District will facilitate the creation of innovative signage appropriate for a regional center. The Sign District is consistent with applicable objectives and policies of the Sherman Oaks – Studio City – Toluca Lake – Cahuenga Pass Community Plan, including the following:

Objective 2-1: To conserve and strengthen viable commercial development.

Policy 2-1.1: New commercial uses shall be located in existing established commercial areas or existing shopping centers

Objective 3-1: To provide for existing and future industrial uses which contribute job opportunities for residents and which minimize environmental and visual impacts to the community.

Policy 3-1.1: Designate lands for the continuation of existing entertainment industry uses and development of new production, post production, research and development use which provide employment opportunities.

The Sign District will help strengthen and enhance the visitor-oriented commercial uses at Universal Studios Hollywood theme park and Universal CityWalk. The Sign District would contribute and enhance the promotion of all forms of media and entertainment produced and created at Universal Studios was established by the Community Plan and the Zoning Code. The promotion of such uses will support job opportunities and job creation within the Sign District area and Universal City. Additionally, the Sign District will minimize environmental and visual impacts with regulations limiting the type, location, size, placement, and lighting levels and hours of operation of signs. The Sign District will help implement Community Plan Policies 2-1.1 and 3-1.1 as it will help ensure the success and vitality of the development and redevelopment of the Universal City area, which includes a combination of commercial and industrial (studio) uses.

C. Transportation Element

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

Goal A, Objective 3: Support development in regional centers, community centers, major economic activity areas and along mixed-use boulevards as designated in the Community Plans. The project area is a mixed-use district, partially designated as a regional center by the General Plan.

The Sign District will promote additional development, as well as help to better draw and retain retail, restaurant, and entertainment tenants within the NBC Universal Evolution Plan project and Sign District area. The limitations on the types, sizes and location of signage within in the Sign District area will help ensure the signage will not create traffic safety hazards. With the prohibition of Off-Site signs and Digital Display signs, the proposed Sign District will not result in any significant transportation, parking or circulation issues.

2. Findings under Charter Section 558

Los Angeles City Charter Section 558 and LAMC Section 12.32(C)(7) require that prior to adopting a land use ordinance, the City Council make Findings that the ordinance conforms with public necessity, convenience, general welfare and good zoning practice. The Sign District conforms to public necessity, convenience, general welfare and good zoning practice in the following respects:

The proposed Sign District would create signage regulations for a specific geographic area in the Universal City neighborhood. The Universal City Sign District would serve the uses and development permitted by the project site [Q]C2-1-SN zone. The provision of specially crafted signage regulations will advance the enhancement and orderly development of the Universal City area. The Sign District ordinance in combination with the Universal City [Q]C2-1-SN zone will create a dynamic and engaging regional entertainment center generating employment and visitor-generated revenues for the City. As such, the Sign District conforms to the public necessity, convenience, and general welfare of the City.

Furthermore, geographic Sub-districts within the proposed Sign District reflect good zoning practice in that signage is further limited and regulated in a manner appropriate for each Sub-district. For example, Supergraphic Signs are limited to be displayed no higher than 150 feet in height in Sub-district 4 which is located at the primary entrance to the area from Lankershim Boulevard and along the private street Universal Hollywood Drive. In addition, lighting standards and hours of operation for projected image signs and Supergraphic Signs are incorporated into the ordinance to limit and mitigate potential impact on adjacent sensitive receptors. The Sign District ordinance also conforms to good zoning practice in that it clarifies signage design criteria, standards, location, and types of permitted and prohibited signs. The Sign District ordinance is consistent with public necessity and convenience and good zoning practice in that it provides signage regulations consistent with the proposed signage regulations in the Universal Studios (County) Specific Plan that will regulate the signage within

those areas of the NBC Universal Evolution Plan project area located within unincorporated Los Angeles County jurisdiction.

Entitlement Findings

Section 13.11.B of the Municipal Code includes the following Findings be made for the establishment of Sign District:

1. Each "SN" Sign District shall include only properties in the C or M Zones, except that R5 Zone properties may be included in a "SN" Sign District provided that the R5 zoned lot is located within an area designated on an adopted community plan as a "Regional Center," "Regional Commercial," or "High Intensity Commercial," or within any redevelopment project area.

With the General Plan Amendment and Zone Change Ordinance, the Universal City Sign District includes property in a [Q]C2-1-SN zone that is designated Regional Commercial.

2. No "SN" Sign District shall contain less than one block or three acres in area, whichever is the smaller and the total acreage in the district shall include contiguous parcels of land which may only be separated by public streets, ways or alleys, or other physical features, or as set forth in the rules approved by the Director of Planning.

The [Q]C2-1-SN zone adopted by the City Council for the project modifies this requirement as follows: "Notwithstanding Section 13.11.B of the LAMC, a Supplemental Use "SN" Sign District may be established for non-contiguous parcels subject to this Ordinance." The City Council modifies this requirement finding that the large project site that it encompasses property that while under single ownership and unified operation and development is located within the City as well as unincorporated Los Angeles County. The proposed development will create a cohesive attractive development regulated separately by the City and County by means of the [Q]C2-1-SN ordinance for the City portions of the project site and the proposed Universal Studios (County) Specific Plan for those properties within or proposed to be located in unincorporated Los Angeles County. Although separated by City and County jurisdictional boundaries, the site is physically contiguous and intended to be developed as a unified development with similar development regulations including signage regulations. To achieve the desired intent of similar signage regulations across the entire site, it is desirable to allow the establishment of a Sign District in the City to complement the proposed signage regulations in the County's proposed Universal Studios Specific Plan. Accordingly, it is appropriate to allow the establishment of a Sign District that while separated by local jurisdictional boundaries are nonetheless contiguous in ownership, development, operation, and proposed signage regulations such that the site will for practical purposes be a unified sign district across the project site.

3. Environmental Findings

The Environmental Impact Report (ENV-2007-254-EIR SCH 2007071036), previously certified by the City Council on November 14, 2012, fully assessed potentially significant environmental impacts for the project covered by this action, and that pursuant to Section 21166 of the Public Resources Code, no further environmental review is required.

4. Supplemental Findings

The City Council makes the following supplemental findings in support of the adoption of the Sign District.

1. The establishment of the Universal City Sign District with vibrant signage appropriate for a business, entertainment, cultural and visitor center will encourage viewers and consumers of all forms of entertainment media produced, created, recorded and developed by the studio, and attract and inform visitors to the entertainment venues.
2. The Municipal Code accommodates the establishment of Sign Districts in commercial (C), industrial (M), and high-density multi-family residential (R5) zones as the City has identified these zones as the appropriate zones.
3. The large project site is unique in that it encompasses property that while under single ownership and unified operation and development is located within the City as well as unincorporated Los Angeles County. The proposed development is intended to create a cohesive development regulated separately by the City and County by means of the [Q]C2-1-SN zone for those properties within or proposed through annexation to be within the City, and the Universal Studios (County) Specific Plan for those properties within or proposed to be located in unincorporated Los Angeles County. Although separated by City and County jurisdictional boundaries, the site is physically contiguous and intended to be developed as a unified development with similar development regulations including signage regulations. To achieve the desired intent of similar signage regulations across the entire site, it is desirable to allow the establishment of a Sign District in the City to complement the signage regulations in the County's Universal Studios Specific Plan. Accordingly, it is appropriate to allow the establishment of a Sign District that while separated by jurisdictional boundaries are nonetheless contiguous in ownership, development, operation, and proposed signage regulations such that the site will for practical purposes a unified sign district across the entire site.
4. The Universal City Sign District in combination with the [Q]C2-1-SN zone for those areas located within the City and Universal Studios (County) Specific Plan for those areas located within unincorporated Los Angeles County establish comprehensive land use ordinances that will assure the orderly, cohesive, and attractive development of the Universal City area.